

Curriculum Vita

P. K. KANNAN

The Robert H. Smith School of Business
University of Maryland
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Education

- Ph.D. Management
Concentration Areas: Management Science and Marketing
Purdue University
December, 1988.
Committee Chairman: Professor Gordon P. Wright
Dissertation Title: *An Econometric Approach to Test Competitive Market Structures*
- P.G.D.I.E. Industrial Engineering
National Institute for Training in Industrial Engineering, Bombay
July, 1982.
- B.Tech Mechanical Engineering
Banaras Hindu University, India
June, 1980.

Academic Experience

- Director, Center for Excellence in Service, The Robert H. Smith School of Business,
University of Maryland, Feb 2005 - present.
- Associate Director, Center for Excellence in Service, The Robert H. Smith School of Business,
University of Maryland, September 2000 – Feb 2005.
- Professor of Marketing, The Robert H. Smith School of Business, University of
Maryland, 2009 --
- Associate Professor of Marketing, The Robert H. Smith School of Business, University of
Maryland, August 1995 -- 2009
- Assistant Professor of Marketing, College of Business and Public Administration,
University of Arizona, August 1992 -- June 1995
- Assistant Professor of MIS, College of Business and Public Administration,
University of Arizona, August 1988 -- July 1992.
- Graduate Instructor, Krannert Graduate School of Management, Purdue University,
August 1985 -- July 1988.

Other Experience

Corporate Materials Engineer, Tata Engineering and Locomotive Co. Ltd., Bombay, India,
July 1982 -- July 1985.

Fellowships and Honors

Don Lehmann Award 2009, AMA-Marketing Research SIG for the best dissertation-based article in JM, JMR in 2008 (co-author and dissertation chair) for the paper, "Incorporating Subjective Characteristics in Product Design and Evaluations," JMR, May, 2008, Vol. 45 Issue 2, p182-194.

John D. C. Little Award for the Best Paper in Marketing Science, Management Science 2008 for the paper "New Product Development under Channel Acceptance," by Lan Luo, P. K. Kannan and Brian Ratchford, *Marketing Science, Lead Article*, Vol. 26, No. 2, (2007) p.149-163.

Winner, INFORMS Society for Marketing Science 2007 Practice Prize Competition, October 2007 for the paper, "Pricing Digital Content Product Lines: A Model and Application for the National Academies Press,"

Finalist, Paul Green Award for the best paper published in Journal of Marketing Research in 2008 for the paper, "Incorporating Subjective Characteristics in Product Design and Evaluations," JMR, May, 2008, Vol. 45 Issue 2, p182-194..

Faculty Fellow, AMA Doctoral Consortium, 2009, Georgia State University, June.

Harvey Sanders Associate Professor of Marketing, The Robert H. Smith School of Business, University of Maryland, 2004 – 2008.

Safeway Fellow, The Robert H. Smith School of Business, University of Maryland, 1999 – 2004

Allan J. Krowe Award for Teaching Excellence, May 2001.

Purdue University

Outstanding Graduate Instructor, School of Management, 1985-86 and 1986-87.

David Ross Grants, Summer 1986 and Summer 1987.

Krannert Thesis Grant, 1987 - 88.

Beta Gamma Sigma, Business Honorary.

Omega-Rho, International Honor Society for Operations Research & Management Science.

Banaras Hindu University

Merit Scholarship, 1975 - 80.

Intramural Service

University of Maryland

Member of the President's Special Committee on MCPA-Athletics Ticketing

March 1997 -

Member of the College Information Technology Committee, January 1997 - 1998

Ph.d. Coordinator, Department of Marketing, January 1996 - 1999

MBA Oversight Committee 2003 – 2006

University of Arizona

Member of the Departmental Ph.D. committee 1992- 1995
Member of the BPA/Math Committee on redesign of Math 117-119-123
course sequence for BPA undergraduates 1993-1994.
Representative of the Strategy Committee on MBA Program 1991-1992.
Representative of the Undergraduate curriculum committee 1991-1992.

Extramural Service

Professional Affiliations

INFORMS.
The American Marketing Association.
The American Statistical Association.

Associate Editor

Decision Support Systems

Editorial Review Board

Marketing Science
Journal of Marketing
Journal of Service Research
International Journal of Electronic Commerce
Journal of Business Research

Ad-hoc Reviewer

Management Science
Journal of Marketing Research
Journal of Consumer Research
Journal of Consumer Psychology
Journal of Business and Economic Statistics
Journal of Forecasting
Journal of MIS
European Journal of Operational Research

Publications – Book

“e-Service: New Directions in Theory and Practice,” Roland Rust and P. K. Kannan, Editors,
ME Sharpe Publishing, Armonk: NY, August 2002.

Publications – Articles

1. “Pricing Digital Content Product Lines: A Model and Application for the National Academies Press,” by P. K. Kannan, Barbara Kline Pope and Sanjay Jain, *Marketing Science*, **Lead Article**, Vol. 28, No. 4, July-August, (2009) pp. 620-636. **Winner of the INFORMS Society for Marketing Science Practice Prize Competition 2007.**
2. “Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and

- Insights,” by Ram Bezawada, S. Balachandar, P. K. Kannan and Venky Shankar, *Journal of Marketing*, Vol. 73, May, 2009, pp. 99-117.
3. “Incorporating Subjective Characteristics in Product Design and Evaluations,” by Lan Luo, P. K. Kannan and Brian Ratchford, *Journal of Marketing Research*, May, 2008, Vol. 45 Issue 2, p182-194. **Finalist, Paul Green Award 2009 for the best paper published in JMR in 2008.**
 4. “Product Form Bundling: Implications for Marketing Digital Products” by Nevena T. Koukova, P. K. Kannan, and Brian T. Ratchford,, *Journal of Retailing*, June, 2008, Vol. 84 Issue 2, p181-194.
 5. “Engineering Product Design Optimization for Retail Channel Acceptance,” by Nathan A. Williams, N.A., Shapour Azarm, and P. K. Kannan, *Journal of Mechanical Design*, June 2008, Vol. 130, Issue 6, p.
 6. “New Product Development under Channel Acceptance,” by Lan Luo, P. K. Kannan and Brian Ratchford, *Marketing Science*, **Lead Article**, Vol. 26, No. 2, (2007) p.149-163. **Winner of the John D. C. Little Best Marketing Paper Award, 2008.**
 7. “Dynamic E-Targeting using Learning Spatial Choice Models,” by Wolfgang Jank and P. K. Kannan, *Journal of Interactive Marketing*, Special Issue on “CRM Meets Data Mining”, Vol. 20, Issue 3-4, (Fall) 2006, p. 30-42.
 8. “Understanding Geographical Markets of Online Firms Using Spatial Models of Customer Choice,” by Wolfgang Jank and P. K. Kannan, *Marketing Science*, Vol. 24, No. 4 (Fall), 2005, pp. 623-634..
 9. “Multi-Objective Single Product Robust Optimization: An Integrated Design and Marketing Approach,” by Babak Besharti, Lan Luo, Shapour Azarm, and P. K. Kannan, *Journal of Mechanical Design*, Vol. 128, July 2006, p. 884-892.
 10. “Design of Robust New Products under Variability: Marketing Meets Design” by Lan Luo, P. K. Kannan, Babak Besharati, and Shapour Azarm, *Journal of Product Innovation Management*, Special Issue: “Marketing Meets Design”, Vol. 22, March 2005, p. 177- 192.
 11. “A Decision Support System for Product Design Selection: A Generalized Purchase Modeling Approach,” by Babak Besharati, Shapour Azarm and P. K. Kannan, *Decision Support Systems*, Volume 42, Issue 1, October 2006, p. 333-350.
 12. “Commentary on ‘Understanding Brand Performance Measures: Using Dirichlet Benchmarks’” by P. K. Kannan, *Journal of Business Research*, Vol 57, No. 12, 2004, p. 1326-28.
 13. “e-Service: A New Paradigm for Business in the Electronic Environment,” by Roland Rust and P. K. Kannan, *Communications of the ACM*, June 2003, p. 36-42.
 14. “Pricing of Information Products on Online Servers: Issues, Models, and Analysis,” by Sanjay Jain and P. K. Kannan, *Management Science*, Vol. 48, No. 9, September 2002,

1123-1143.

15. "The Customer Economics of Privacy in E-Service" by Roland T. Rust, P.K. Kannan and Na Peng, *Journal of Academy of Marketing Science*, Vol. 30, No. 4, 2002, p. 455-464
16. "Dynamic Pricing in the Online Channel: Importance and Implications for Consumer Behavior," by P. K. Kannan and Praveen Kopalle, *International Journal of Electronic Commerce*, Vol. 5 No. 3, Spring 2001, 63-83.
17. "Dynamic Profiling of Consumers and Customized Product Offering over the Internet: A Model and Analysis," by P. K. Kannan, H.R. Rao, Raghu Santanam, and Andrew B. Whinston, *Decision Support Systems*, Vol. 32, No. 2, December (2001), 117-134.
18. "An Investigation of the Impact of Promotions on Across-Submarket Competition," by P. K. Kannan and Chi Kin Yim, *Journal of Business Research*, Vol. 53, No.3 (September), 2001, 137-150.
19. "E-Communities in E-Business: Their Role and Issues," by P. K. Kannan, Ai-Mei Chang And Andrew B. Whinston, *Information Systems Frontiers*, Special Issues on Business Models for Electronic Commerce, Vol.1, No.4, 2000, 415-426.
20. "Implications of Loyalty Programs and Service Experiences for Customer Retention and Value," by Ruth Bolton, P. K. Kannan, and Matthew Bramlett, *Journal of Academy of Marketing Science*, special issue on *Services Marketing*, Vol. 28, No. 1 (Winter), 2000, 95-108.
21. "The Economics of Freebies in Exchange for Consumer Information on the Internet: An Exploratory Study," by Ai-Mei Chang, P. K. Kannan, and Andrew B. Whinston, *International Journal of Electronic Commerce*, Vol. 4 No.1, Fall 1999.
22. "Consumer Behavioral Loyalty: A Segmentation Model and Analysis," by Chi Kin Yim and P. K. Kannan, *Journal of Business Research*, Vol. 44, No. 2, (February) 1999, 75-92. .
23. "Marketing Information on the I-Way" by P. K. Kannan, Ai-Mei Chang, and Andrew B. Whinston, *Communications of the ACM*, Special Issue on Marketing on the Internet, March, 1998, p. 35-43.
24. "Competitive Market Structures: A Subset Selection Analysis," by P. K. Kannan and Susan Sanchez, *Management Science*, Vol. 40, No.11, 1994, 1484-1499.
25. "Estimating Loyalty and Switching with an Application to the Automobile Market," by Patrick McCarthy, P. K. Kannan, R. Chandrasekharan, and Gordon Wright, *Management Science*, Vol. 38, No. 10 (October), 1992, 1371-1394.
26. "On `Testing Competitive Market Structures" by P. K. Kannan and Gordon P. Wright, *Marketing Science*, Vol. 10, No. 4, 1991, pp. 338 - 347.
27. "Modeling and Testing Structured Markets: A Nested Logit Approach", by P. K. Kannan and Gordon P. Wright, *Marketing Science*, Vol. 10, No. 1 (Winter), 1991, 58 - 82.

28. "Testing for Competitive Submarkets", by P. K. Kannan, Gordon P. Wright and Dan Worobetz, *International Journal of Research in Marketing*, Special Issue on Analysis of Panel Data, Vol. 8, 1991, 187-203.
29. "Comparative Performance of Two Multinomial-Based Methods for Obtaining Lower Bounds on the Total Overstatement Error in Accounting Populations," by Ella Matsumura, Robert Plante, Kam-wah Tsui and P. K. Kannan, *Journal of Business and Economic Statistics*, Vol. 9, No.4, October, 1991, 423-429.

Publications – Book Chapters

1. "Bundling and Unbundling of Electronic Content", Koukova, Nevena T., P. K. Kannan, and Brian T. Ratchford (forthcoming), in *Electronic Commerce and the Digital Economy*, Michael J. Shaw, Ed.
2. "Chapter Ten: Preparing for Wireless and Mobile Technologies in Government", in *e-Government 2003*, edited by Mark Abramson, IBM Endowment for the Business of Government and Therese Morin, IBM, published by Rowman & Littlefield Publishers, Inc., Lanham, MD.
3. "Initiatives for Building e-Loyalty: A Framework and Research Issues," P. K. Kannan, Janet Wagner, and Cristina Velarde, in Michael Shaw, ed., *e-Business Management: State-of-the-Art Research, Management Strategy, and Best Business Practices*, Springer-Verlag, 2002
4. "Pricing Strategies for Digital Books: Issues and Directions for Research" by P. K. Kannan, Barbara Kline Pope, and Eva Guterres in *Internet Marketing Research*. Ook Lee, Ed. Harrisburg: Idea Group Publishing, 2001, pp. 49-62 .
5. "Virtual Communities and Their Intermediary Role in E-Business," by P. K. Kannan, Ai-Mei Chang, and Andrew B. Whinston, Chapter in *Electronic Commerce and Virtual Business*, Edited by Brian Hunt and Stuart Barnes, Butterworth-Heinemann: Oxford, United Kingdom 2001, p. 67-82.
6. "The Internet Information Market: the Emerging Role of Intermediaries," by P. K. Kannan, Ai-Mei Chang, and Andrew B. Whinston, Chapter in *Handbook of Electronic Commerce*, Edited by Michael Shaw, Troy Strader, and Robert Blanning, Springer-Verlag, August, 2000, 569-590.

Other Publications

- Besharati, B., L. Luo, S. Azarm, and P. K. Kannan, "An Integrated Robust Design and Marketing Approach for Product Design Selection Process," ASME IDETC 2004, Sep 28 - Oct 2 2004, Salt Lake City, UT.
- "The Impact of Wireless Technology on Marketing Research", by P. K. Kannan and Andrew B. Whinston, *Business Briefing: Global M-Commerce*, World Markets Research Centre, London, January 2001.

"The Structure of Inter-Brand Competition in the French Automobile Market," by Manohar U. Kalwani, P. K. Kannan and Byunghoon Lim, MSI working paper series, 1995.

"Book Review for Buyer Behavior in Marketing Strategy 2nd edn by John Howard", Journal of Retailing and Consumer Services, Vol. 3, No. 3, pp. 184-185, 1996.

"Retail Bakery Foods: Customer Perceptions of Quality, Price and Value," (with Robert Krapfel, Venky Shankar, and Janet Wagner), Research Monograph, The Retailer's Bakery Association, (in press)

"Wireless Commerce: Marketing Issues and Possibilities," by P. K. Kannan, Ai-Mei Chang and Andrew B. Whinston in the *Proceedings of the 35rd Hawaii International Conference on System Science*, January 2001.

Manuscripts Under Editorial Review

"Designing Digital Products: The Role of Substitutability and Complementarity of Product Forms," by Nevena Koukova and P. K. Kannan, under revision for 2nd review. *Journal of Consumer Research*..

"Strategic Engineering Product Design for Monopolistic and Duopolistic Retail Channels," by N Nathan A. Williams, P. K. Kannan, and Shapour Azarm, under revision for 3rd review, *Management Science*.

"Strategic Online and Offline Pricing: A Research Agenda," with Dhruv Grewal, Ram Janakiraman, Kirithi Kalyanam, P. K. Kannan, Brian Ratchford, Reo Song, and Stephen Tolerico, under 2nd review, *Journal of Interactive Marketing*.

Research in Progress

"The Effects of Reputation, Size of User Base and Customization on Consumers' Risk Perceptions in the Electronic Channel," with Judy Frels, revision invited, being prepared for 2nd review, *Journal of Academy of Marketing Science*.

"The Impact of Household Level Heterogeneity in Reference Price Effects on Optimal Retailer Pricing Policies," with Neeraj Arora and Praveen Kopalle, under revision for 2nd review *Marketing Science*.

"The Pricing of Information Services: A Model and Empirical Analysis," Working Paper.

"The Impact of Technology Investments on e-Loyalty Equity and Outcomes in an Online Retailing Environment," with Janet Wagner.

"The Stability of Competitive Market Structures: An Experimental Study of Marketing Mix Effects on Consideration Set Membership and Choice," by P. K. Kannan and Dipankar Chakravarti, working paper, May 2003.

"SKU Reduction by Manufacturers and Retailers: Implications of Consumer Varied

Behavior,” by Chi Kin Yim and P. K. Kannan.

“Consumer Behavior in the Wireless Environment: Implications for M-Commerce “ Ai-Mei Chang, P. K. Kannan, and Andrew B. Whinston, working paper, submitted to *Proceedings of the 36th Hawaii International Conference on System Sciences*, Honolulu, HI

"The Marketing of Marketing Information on the Information Highway: An Economic Model and Analysis," by P. K. Kannan, Ai-Mei Chang and Andrew B. Whinston, working paper..

“Goodies in Exchange for Consumer Information on the Internet: The Economics and Issues,” by Ai-Mei Chang, P. K. Kannan and Andrew B. Whinston, working paper, June 1997. (forthcoming in *the Proceedings of the 32nd Hawaii International Conference on System Sciences*, January 1998).

“Electronic Communities as Intermediaries: the Issues and Economics,” by Ai-Mei Chang, P. K. Kannan and Andrew B. Whinston, working paper, June 1998. (forthcoming in the *Proceedings of the 33rd Hawaii International Conference on System Science*, January 1999)

“Consumer Variety-Seeking and Loyalty Behaviors: Retailer and Manufacturer Implications,” by Chi-Kin Yim and P. K. Kannan, working paper, December 1998.

"Robustness of Subset Selection Methodology in Identifying Inter-Brand Competition and Variety-Seeking Effects," by Susan Sanchez and P. K. Kannan, working paper, December 1999.

“Segment Level Reference Price Effects and Retailer Pricing: A Theoretical and Empirical Analysis,” by Praveen Kopalle and P. K. Kannan, Working Paper, Tuck School of Business, Dartmouth University, September, 1998.

"Consumer Response to Promotions in Brand Switching Behavior: A Segmentation Model and Analysis," Working Paper 85, Department of Marketing, Karl Eller Graduate School of Management, University of Arizona, March 1995.

External Grants Won

1. Grant from the **National Science Foundation (NSF)** for the proposal titled: “Strategic Product Design for Retail Channel Acceptance under Uncertainty and Competition” Co-PI with co-PI, Shapour Azarm of the University of Maryland, Dept. of Mechanical Engineering. The Grant Amount: **\$320,000** from **May 2007 – April 2010**. (NSF Grant Number DMI 0564042).
2. Grant from the **National Science Foundation (NSF)** for the proposal titled: “Robust Product Design Selection under Uncertainty and for Competitive Advantage”. Co-PI along with co-investigator, Shapour Azarm, of the University of Maryland, Dept. of Mechanical Engineering. The Grant Amount: **\$327,000** from **June 2002-May 2005** from **NSF** and **\$135,000** from **Black & Decker** under the NSF GOALI Program (NSF Grant Number DMI-0200029)

3. Grant from **PricewaterhouseCoopers Foundation** for Business in Government for the proposal "The Role of Wireless Technology in E-Government," (with Ai-Mei Chang) for **\$15,000**, July 2001.
4. Grant from **Mellon Foundation** awarded in Dec 2000 for the proposal "Evaluation of Electronic Publishing Initiatives and Pricing of E-Content" for the amount of **\$216,000** for the duration of one and half years. Co-PI along with Barbara Kline Pope of National Academy of Sciences.
5. Proposal titled "Commercialization of SAIC's netEraser: A Strategic Analysis for Market Entry and Pricing" awarded a grant from **SAIC** for **\$98,000** for the period July 1999 to October 2000.
6. Proposal titled "Dynamic Scheduling of Flexible Manufacturing Systems using Bidding Algorithms," awarded the University of Arizona, Small Grants Award for \$ 3500 for the period June 1989 to May 1990.
7. Proposal titled "Impact of Promotions on Consideration Sets and Choice: A Market Structure Perspective," awarded the University of Arizona, Small Grants Award for \$5000 for the period Jan 1994 to Dec 1994.

Fund Raising for the Center for Excellence in Service

Initiated contacts and acquired the following organizations as paying-members of the Center: **IBM** (6-year continuing member), **Alticor**, **Power Tool Institute**, Choice Hotels to support the \$50,000 plus annual budget of the Center.

Conference Presentations

"Design of Digital Products: The Role of Complementarity and Substitutability of Product Forms," (with Nevena Koukova), Third Product and Service Innovation Conference, University of Utah, Park City, UT, February 8-10, 2006.

"Ant Swarm Reinforcement Learning Models for Formulating Optimal Online Promotion Strategies "(with Tuck Siong Chung), at the Second Statistical Challenges in E-Commerce Research Conference, University of Minnesota, Minneapolis, May 21-23, 2006.

"Design of Digital Products: The Role of Complementarity and Substitutability of Product Forms," (with Nevena Koukova), invited presentation, Ransaellear Polytechnic Institute, Troy, New York, October 20, 2006.

"Ant Swarm Reinforcement Learning Models for Formulating Optimal Online Promotion Strategies "(with Tuck Siong Chung), at the Fall INFORMS Conference, Pittsburgh, November 7-10, 2006, Special Invited Session on Datamining Techniques chaired by Bao-Hung Sun, Carnegie-Mellon University.

"Product Line Design for Consumer Durables: An Integrated Marketing and Engineering Approach," (with Lan Luo, Babak Besharati and Shapour Azarm) at the Fall INFORMS Conference, November 7-10, 2006, Special Invited Session on New Product Development chaired by Elie Ofek, Harvard Business School.

Other Presentations:

“Product Line Design for Consumer Durables: An Integrated Marketing and Engineering Approach,” (with Lan Luo, Babak Besharati and Shapour Azarm) at the INFORMS Marketing Science Conference, Pittsburgh, June 20-23, 2006.

An Integrated Robust Design and Marketing Approach for Product Design Selection Process", (with Babak Besharati, Lan Luo, and Shapour Azarm), *ASME Design Engineering Technical Conferences and Computers and Information in Engineering Conference*, Salt Lake City, Utah, September 2004.

“New Product Development under Channel Acceptance”, (with Lan Luo and Brian Ratchford), INFORMS Marketing Science Conference, Rotterdam, The Netherlands, June 2004 and Washington D.C. Marketing Colloquium, May 2004.

“Marketing of Digital Products: Product Form Bundling,” (with Nevena Koukova and Brian Ratchford, INFORMS Marketing Science Conference, Rotterdam, June 2004.

Invited Presentation: Presentation on "E-Publishing Initiatives for National Academy Press," made to the Governing Board, National Academies of Sciences, NAS, University of California, Irvine, January 2003.

Invited Presentation: Research Colloquium , Georgetown University, "Understanding Geographical Markets of Online Firms using Spatial Models of Customer Choice" (with Wolfgang Jank), May 1, 2003.

Kannan, P. K. and Nevena Koukova (2003), "Marketing of Digital Products in the E-Channel: The Effect of Substitutability and Complementarity of Product Forms", Academy of Marketing Science Conference, May 2003, Washington, DC.

Koukova, Nevena, Kannan, P. K., and Brian Ratchford (2003), "Marketing of Digital Products: Bundling and Unbundling", INFORMS Marketing Science Conference, June 2003, Washington DC.

Luo, Lan, P.K. Kanan and Brian Ratchford (2003), "New Product Development under Channel Uncertainty", 2003 INFORMS Marketing Science Conference, University of Maryland, College Park.

Kannan, P. K., and Wolfgang Jank, "Understanding Geographical Markets of Online Firms using Spatial Models of Customer Choice," Frontiers of Service Conference, October 2003, Washington, D. C.

Invited Presentation: Marketing Research Camp, University of Maryland, "Pricing Product Lines of Digital Content" (with Sanjay Jain), May 31, 2002. (other speakers from University of Chicago, Northwestern University, Wharton, and Duke).

The same talk was also presented at the D&IT Electronic Markets Seminar Series, Smith School of Business in October 2002.

“Marketing Digital Products: Substitutability and Complementarity of Product Forms” (with Nevena Koukova), INFORMS Marketing Science Conference, Alberta, CA, June 25-28, 2002.

Invited Presentation: Invited Speaker, AMA Faculty Consortium on E-Commerce, presentation on "Pricing of E-Content: Issues, Models and Analysis," AMA Faculty Consortium on E-Commerce, Texas A& M University, July 16, 2001

"Consumers' Perception of Privacy and Security Risks: Impact of Reputation, User Base Size and Customization," (with Judy Frels), AMA Frontiers in Services Conference, Bethesda, MD, October 27, 2001.

Moderator, "New Directions in Online Research," AMA's EXPLOR Online Marketing Research Conference, Chicago, IL, November 15-17, 2001

"The Customer Economics of Privacy in E-Service," (with Roland Rust and Na Peng), MSI Conference on E-Commerce, Baton Rouge, FL, December 6-7, 2001.

Invited Presentation: "Wireless Technology and Marketing Research," at the AMA Summer Educators Conference, Chicago, August 6, 2000, in the Special Session titled "Innovations in Marketing Research" chaired by Peter Dickson and Thomas Miller.

"A Study of Reliability Perceptions of Marketing Information and their Impact on Pricing" at the INFORMS Marketing Science Conference, UCLA, Los Angeles, CA, June 22-25, 2000.

"Household Level Reference Price Effects and Normative Pricing Policies" (with Neeraj Arora, Praveen Kopalle, and David Bell) at the INFORMS Marketing Science Conference, UCLA, Los Angeles, CA, June 22-25, 2000.

"Dynamic Pricing of Internet Security Products: Implications of Network Effects" with Judy Frels at the INFORMS Conference, San Antonio, November 5, 2000.

Session Chair, "Marketing Issues in Electronic Commerce," INFORMS Conference, San Antonio, November 5, 2000.

"A Two-Stage Model of Consumer Variety-Seeking and Reinforcement Behaviors," (with Chi Kin Yim), at the *INFORMS Marketing Science Conference*, University of Florida, March, 1996.

"Heterogeneity in Reference Price Effects and Retailer Pricing: A Theoretical and Empirical Analysis," (with Praveen Kopalle), at the *INFORMS Marketing Science Conference*, University of Florida, March 1996.

Invited Chair, Session "Consideration Sets and Choice" at the *INFORMS Spring National Conference* at Los Angeles, CA, April 1995.

"Permeability of Market Partitions Under Promotions: An Experimental Investigation," (with Dipankar Chakravarti) at the *INFORMS Spring National Conference* at Los Angeles, CA, April 1995.

Invited Chair, session "Choice Models" at the 1994 *INFORMS Marketing Science Conference*, University of Arizona, March 1994.

"The Stability of Competitive Market Structures: An Experimental Study of Marketing Mix Effects on Consideration Set Membership and Choice, " (with Dipankar Chakravarti), *TIMS Marketing Science Conference*, Tucson, AZ, March 17-20, 1994.

"Relative Impact of Promotions on Consideration Set Formation and Choice: An Experimental Study," (with Dipankar Chakravarti), *ORSA-TIMS Joint National Meeting*, Phoenix, AZ, November 1-3, 1993.

"Asymmetric Response to Promotions in Consumer Brand Switching Behavior," (with Chi Kin Yim), *TIMS-ORSA Special Interest Conference on New Frontiers in Scanner Research*, Toronto, Canada, September 17-19, 1993.

"Evaluating the Impact of Promotions on Competitive Structures using Scanner Data," (with Chi Kin Yim), *TIMS Marketing Science Conference*, Washington University, St.Louis, Missouri, March 11-15, 1993.

"Interpurchase Time Distributions: An Empirical Investigation," (with Peter Lenk and Ambar Rao), *ORSA/TIMS Joint National Meeting*, San Francisco, CA, November 2-5, 1992.

"Competitive Market Structures: A Subset Selection Analysis," (with Susan Sanchez), *TIMS Marketing Science Conference*, Wilmington, Delaware, March 20-24, 1991.

"Brand Loyalty and Switching: An Analysis using a Constrained Choice Discrete Model," (with Patrick McCarthy, R. Chandrasekharan, and Gordon Wright), *TIMS Marketing Science Conference*, Wilmington, Delaware, March 20-24, 1991.

"Competitive Market Structure and Effectiveness of Marketing Promotions", *TIMS-UCLA Special Interest Conference on New Frontiers in Scanner Research*, UCLA, Los Angeles, CA 90024, January 17-19, 1991.

"An Investigation of Brand Loyalty in the Automobile Market Using a Brand Switching Model," (with Patrick McCarthy, and Gordon P. Wright), *TIMS Marketing Science Conference*, Urbana-Champaign, IL 61820, March 1990.

"Competitive Market Structure and Effectiveness of Marketing Promotions", (with Gordon P. Wright), *ORSA/TIMS Joint National Meeting*, New York City, NY 10036, October 1989.

"A Nested Logit Approach to Test Competitive Market Structures", (with Gordon P. Wright), *TIMS Marketing Science Conference*, Durham, NC 27706, March 1989.

Consulting Experience

Frito-Lay 1997-1998: Study of Consumer Purchases of Multiple Items and Recommendations for Marketing Actions

Fannie Mae 1997: Marketing and Pricing Research Information Products: An Exploratory Analysis.

Pepsi Inc and Giant Grocery Stores 1998-1999: Study of Cross-Category Sales and Strategies for Increasing Complementarities.

SAIC 1998-1999: Development and Marketing of SAIC's Enterprise Integration Framework
Kernel: A Strategic Analysis.

National Academy Press 1999: Pricing of Electronic Books: A Strategic Analysis Based on an Online Survey

Teaching Experience and Student Mentoring

Ph.D. Level

1. Dissertation Co-Chair – Bharadwaj Sivakumaran - 2002
Placement: Nanyang University, Singapore, School of Management
2. Dissertation Co-Chair – Lan Luo – 2005
Placement: University of Southern California, Marshall School of Business
Doctoral Studies Funded by my NSF grant on “Robust Product Design Selection under Uncertainty and for Competitive Advantage”.
3. Dissertation Co-Chair – Nevena Koukova – 2005
Placement: Lehigh University, School of Business
4. Dissertation Co-Chair – Nathan Williams (Ph.D. in Engineering) – 2007
Placement: Washington State University, Pullman, School of Design and Construction Management.
Doctoral Studies Funded by my NSF grant on “Strategic Product Design for Retail Channel Acceptance under Uncertainty and Competition”

Ph.D. Teaching

1. Seminar in Marketing Models
2. Seminar in Multivariate Analysis for Marketing
3. Seminar in Choice Models
4. Seminar in Linear Models and Experimental Design

Average Teaching Ratings in above courses: 4.75 out of 5.

MBA Courses

1. Marketing Research
2. Internet Marketing/E-Commerce
3. Electronic Channels of Distribution
4. E-Service Project – MBA
5. Customer Relationship Marketing
6. Customer Equity Management
7. Marketing Analysis for Consulting
8. Consulting Projects - MBA

Average Ratings for the above courses spanning 1995-2009: 4.30 out of 5.

Most Recent Teaching Ratings

1. Customer Equity Management, Summer 2007 – 4.54 out of 5
2. Marketing Analysis for Consulting, Spring 2007 – 4.79 out of 5

Undergraduate Courses

1. Marketing Research
2. Introduction to Operations Management
3. Manufacturing and Operations Mgmt
4. Business Statistics

Executive Teaching

1. “E-Service” and “E-Marketing” for Smith EMBA Students in OTIS- China Program Dec 2006
2. Customer Equity Management – Northrup Grumman, McCormick Sales Team 2004 and 2006
3. Internet Retailing – A week long program for HomeDepot.com June 2005
4. New Product Development – Black and Decker 2003, 2004, 2005.
5. E-Service – ARInc. 2002
6. Internet Marketing – EMBA students of RMIT, Australia – 2001 to 2006.
7. Qualitative Marketing Research – Poland American Management Center EMBA, University of Lodz, Poland 2000 – 2006.