

GAURI KULKARNI

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Education

UNIVERSITY OF MARYLAND, COLLEGE PARK, MD

Robert H. Smith School of Business
Ph.D. in Marketing, (expected) May 2008
Minor: Economics

PENNSYLVANIA STATE UNIVERSITY, UNIVERSITY PARK, PA

Bachelor of Science in Mathematics and
Bachelor of Science in Economics, May 2002
Minor: Statistics

Research Interests

Consumer Online Search
Marketing Strategy
Customization
Consumer Economics

Work In Progress

Kulkarni, Gauri, Brian Ratchford, and P.K. Kannan, "Is Internet Use Associated with Different Choice Patterns for Automobiles?"

Kulkarni, Gauri and P.K. Kannan, "Online Search Data as a Forecasting Tool: An Example in the Motion Picture Industry"

Kulkarni, Gauri and Wendy Moe, "Product Attribute Variations in Online Sequential Product Views"

Wagner, Janet, Gauri Kulkarni, and Peggy Tseng, "Professional Service Relationships: The Roles of Agency, Friendship, Paternalism, and Fiduciary Responsibility"

Conference Presentation

INFORMS Marketing Science Conference (2006), Pittsburgh PA
"Is Internet Use Associated with Different Choice Patterns for Automobiles?" with Brian Ratchford and P.K. Kannan

Honors and Awards

University of Maryland, Robert H. Smith School of Business

Dean's Summer Research Fellowship, 2003 – present

INFORMS Society on Marketing Science Doctoral Consortium, 2005, 2006, and 2007

Pennsylvania State University

Graduation With Distinction

Phi Beta Kappa

Teaching Interests

Marketing Research

Marketing Management

International Marketing

Internet Marketing

Services Marketing

Marketing Principles

Consumer Behavior

Strategic Marketing

Marketing Communications

Supply Chain Management

Teaching Experience

University of Maryland, Robert H. Smith School of Business

Instructor

Marketing Research: Fall 2005 and Fall 2006

Teaching Assistant

M.B.A. Math Camp: Fall 2006

Academic and Professional Service

University of Maryland, Robert H. Smith School of Business

Student Host, Department of Marketing Research Camp, University of Maryland, May 2007

Doctoral Student Host/Volunteer, AMA-Sheth Foundation Doctoral Consortium, University of Maryland, July 2006

Student Volunteer/Session Chair, Frontiers in Service Conference, University of Maryland, October 2003

Pennsylvania State University

Alumni Volunteer, Undergraduate Admissions Office

Peer Advisor, Education Abroad Office

Member, Rules and Regulations Committee, Dance MaraTHON

Professional Experience

Research Assistant, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park MD, August 2003-present

Mathematical Statistician, U.S. Census Bureau, Department of Commerce, Washington DC, September 2002-August 2003

Professional Affiliations

American Marketing Association (AMA)

Institute for Operations Research and the Management Sciences (INFORMS)

Coursework Completed

Marketing

Marketing Models of Service and Relationships

Dr. Roland Rust

Marketing Strategy

Dr. Brian Ratchford

Behavioral Research in Marketing

Dr. Joydeep Srivastava

Marketing Strategy Models

Dr. Sanjay Jain

Discrete Choice Models

Dr. Brian Ratchford

Economics

Microeconomic Analysis I

Dr. Lawrence Ausubel

Microeconomic Analysis II

Dr. Deborah Minehart &

Quantitative Methods I

Dr. Rachel Kranton

Quantitative Methods II

Dr. Harry Kelejian

Economics of Retail Systems

Dr. Harry Kelejian

Dr. Roger Betancourt

Research Methods

Multivariate Analysis I

Dr. Paul Zantek

Multivariate Analysis II

Dr. Paul Zantek

Other

Supply Chain Management

Dr. Craig Carter

References

Available upon request