

Curriculum Vita

P. K. KANNAN

The Robert H. Smith School of Business
University of Maryland
College Park, MD 20742

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Education

Ph.D. Management
Concentration Areas: Management Science and Marketing
Purdue University

Masters Industrial Engineering
National Institute for Training in Industrial Engineering, Bombay

B.Tech Mechanical Engineering
Indian Institute of Technology, Banaras Hindu University, India

Academic Experience

Dean's Chair in Marketing Science, The Robert H. Smith School of Business, August 2017 -

Ralph J. Tyser Professor of Marketing Science, The Robert H. Smith School of Business,
September 2010 – August 2017

Chair, Faculty of Marketing, The Robert H. Smith School of Business, University of Maryland,
January 2010 – June 2016

Professor of Marketing, The Robert H. Smith School of Business, University of
Maryland, August 2009 –

Director, Center for Excellence in Service, The Robert H. Smith School of Business,
University of Maryland, Feb 2005 – Dec 2009.

Associate Director, Center for Excellence in Service, The Robert H. Smith School of Business,
University of Maryland, September 2000 – Feb 2005.

Associate Professor of Marketing, The Robert H. Smith School of Business, University of
Maryland, August 1995 – July 2009

Assistant Professor of Marketing, College of Business and Public Administration,
University of Arizona, August 1992 -- June 1995

Assistant Professor of Information Systems, 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 Motors Ltd. (previously TELCO). Bombay, India,
July 1982 -- July 1985.

Fellowships, Awards and Honors

Finalist, 2020 Paul Green Award for the best paper published in *Journal of Marketing Research in 2019* for “Optimal Design of Free Samples for Digital Products and Services,”
Hongshuang Alice Li, Sanjay Jain and P. K. Kannan, *Journal of Marketing Research*, June 2019,
Vol. 56, No. 3, p. 419-438.

Finalist, 2019, Sheth Foundation/Journal of Marketing Award for the paper published in *Journal of Marketing* that has made long-term contributions to the field of marketing for
“Informational Value of Social Tagging Networks,” (with Hyoryung Nam), *Journal of Marketing*,
Volume 78, Number 4, July 2014, pp. 21 – 40

Finalist, 2018 AMA/MSI Paul Root Award for the paper published in *Journal of Marketing* that has made a significant contribution to the advancement of the practice of marketing
for “Selling the Premium in Freemium,” (with Xian Gu and Liye Ma), *Journal of Marketing*,
November 2018, Volume 82, No.6, p.10-27.

Distinguished Scholar-Teacher, University of Maryland, 2018

Winner, 2017 IJRM Best Paper Award for “Digital Marketing: A Framework, Review and
Research Agenda,” P.K. Kannan and Hongshuang Alice Li, *International Journal of Research in Marketing*,
January 2017, 34, 22-45

2016-2017 Outstanding Area Editor, *Journal of Marketing*

Winner, 2016 AMA/MSI Paul Root Award for the paper published in *Journal of Marketing* that has made a significant contribution to the advancement of the practice of marketing
for “Marketing Analytics for Data-Rich Environments,” (with Michel Wedel), *Journal of Marketing*,
November 2016, Vol. 80, No. 6, pp. 97-121.

Winner, 2014 AMA/MSI Paul Root Award for the paper published in *Journal of Marketing* that has made a significant contribution to the advancement of the practice of marketing
for “Informational Value of Social Tagging Networks,” (with Hyoryung Nam), *Journal of Marketing*,
Volume 78, Number 4, July 2014, pp. 21 – 40

Finalist, 2014 Paul Green Award for the best paper published in *Journal of Marketing Research in 2014* for the paper, “Attributing Conversions in a Multichannel Online Marketing
Environment: An Empirical Model and a Field Experiment,”(with Hongshuang Alice Li) *Journal of Marketing Research*,
Volume 51, Issue 1 (February) 2014, p.40-56.

2014 Davidson Award, for the best paper published in the *Journal of Retailing* in 2012 for
“The Impact of Household Level Heterogeneity in Reference Price Effects on Optimal Retailer
Pricing Policies,” (with Praveen Kopalle, Lin Bao Boldt, and Neeraj Arora), *Journal of Retailing*,
March 2012, Vol. 88, Issue 1, p 102-114.

Winner of the 2014 Outstanding Author Contribution Award in *Review of Marketing Research*, Emerald Literati Network. “Designing and Pricing Digital Content Products and Services: A Research Review,” Vol.10, 2013, p. 97-114.

Winner of the 2014 Outstanding Paper Award in *European Business Review*, Emerald Literati Network. “Value Co-Creation: Theoretical Approaches and Practical Implications,” with Hannu Saarijarvi, and Hannu Kuusela, Vol. 25, No.1, 2013, pp. 6-19

2013-14 Best Reviewer Award, *Journal of Marketing*

2012 AMA Innovation, Technology and Interactivity SIG Article of the Year Award for "Multiformat Digital Products: How Design Attributes Interact with Usage Situations to Determine Choice," (with Nevena Koukova and Amna Kirmani), *Journal of Marketing Research*, 49 (1), 2012, 100-114.

2009 Don Lehmann Award, 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,” *Journal of Marketing Research*, May, 2008, Vol. 45 Issue 2, p182-194.

Finalist, 2009 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,” *Journal of Marketing Research*, May, 2008, Vol. 45 Issue 2, p182-194..

2008 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,”

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.

Citation Counts: Web of Science: 3151, H-Index: 27 (June 1, 2020)
Google Scholar: 10530, H-Index: 42 (June 1, 2020)

External Service

Editor-in-Chief

International Journal of Research in Marketing, October 2018 -

Senior Editor

International Journal of Research in Marketing, October 2015 to September 2018

Associate Editor/Area Editor

Journal of Marketing Research, 2014 -
Journal of Marketing, 2016 – June 2018
Marketing Science, Special Issue on “Big Data”, 2014

Co-Editor

Journal of Retailing, Special Issue on “Multi Channel Marketing”, 2014
International Journal of Research in Marketing, Special Issue on “Path to Digital Conversion” 2014

Editorial Review Board

Marketing Science, 2007 -
Journal of Marketing, 2007 – 2016, 2018 -
Journal of Service Research, 2001 -
International Journal of Electronic Commerce, 1999 -
Journal of Business Research, 2000 -

Ad-hoc Reviewer

Management Science
Journal of Consumer Research
Information System Research
MIS Quarterly
Journal of Consumer Psychology
Journal of Business and Economic Statistics
Journal of Forecasting
Journal of MIS
European Journal of Operational Research

Professional Affiliations

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

Professional Service (Recent)

- Chief Judge of the Gary Lilien ISMS-MSI Practice Prize Competition, April 2014.
- Co-Chair, Marketing Analytics track of the INFORMS Business Analytics Conference, Boston, MA, April 2014.
- Vice-Chair, INFORMS Service Science Section, 2014
- Chair, INFORMS Service Science Section, 2015
- Cluster Chair, INFORMS Service Science Cluster, INFORMS Conference, November 2014
- Co-Chair, Marketing Analytics track of the INFORMS Business Analytics Conference, San Antonio, TX, April 2013.
- Chair, of the AMA Marketing Research SIG, June 2011 – July 2012.
- Chair, INFORMS Practice Prize Competition and Conference, University of Maryland, College Park, December, 2011.

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

Stanley Black & Decker 2002- 2005 Design of Hand Tools Incorporating Channel Preferences

Marriott International 2010-2015 Design and Implementation of Attribution Models

Publications – Books

“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. “Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front Style Labels,” Joon Ho Lim, Rishika Rishika Ram Janakiraman and P. K. Kannan, *Journal of Marketing*, (forthcoming)
2. “Digital Environment in Global Markets: Cross-Cultural Implications for Evolving Customer Journeys,” Hyoryung Nam and P. K. Kannan, *Journal of International Marketing*, Vol.28, 1, p. 28-47.
3. “Modeling Dynamics in Crowdfunding,” Chul Kim, P. K. Kannan, Michael Trusov, and Andrea Ordanini, *Marketing Science*, Vol. 39, 2, 2020, p. 339-365.
4. “Data-analytics in a Privacy-Concerned World,” Jaap Wieringa, P. K. Kannan, Xiao Ma, Thomas Reuterrer, Hans Risselada, and Bernd Skiera, *Journal of Business Research*, (forthcoming)
5. “Emerging technologies and analytics for a new era of value-centered marketing in healthcare,” Agarwal, Ritu; Dugas, Michelle; Gao, Guodong (Gordon), Kannan PK., *Journal of the Academy of Marketing Science*, Vol. 48, 1, 2020, p. 9-23.
6. “Tournaments to Crowdfund Innovation: The Role of Moderator Feedback and Participation Intensity,” Nuno Camacho, Hyoryung Nam, P. K. Kannan, and Stefan Stremersch, *Journal of Marketing*, March 2019, Volume: 83 Issue: 2 Pages: 138-157.

7. “Optimal Design of Free Samples for Digital Products and Services,” Hongshuang Alice Li, Sanjay Jain and P. K. Kannan, *Journal of Marketing Research*, June 2019, Vol. 56, No. 3, p. 419-438.
 - **Finalist for the 2020 Paul Green Award**
8. “Selling the Premium in Freemium,” Xian Gu, P. K. Kannan, Liye Ma, *Journal of Marketing*, November 2018, Volume 82, No.6, p.10-27.
 - **Finalist for the 2018 AMA/MSI Paul Root Award**
9. “Branded Apps and their Impact on Firm Value: A Design Perspective,” D. Eric Boyd, P. K. Kannan, Rebecca J. Slotegraaf, *Journal of Marketing Research*, February 2019, Volume: 56 Issue: 1 Pages: 76-88
10. “Device Switching in Online Purchasing: Examining the Strategic Contingencies,” Evert deHaan, P. K. Kannan, Peter Verhoef, and Thorsten Wiesel, *Journal of Marketing*, September 2018, Vol. 82 No. 5, p. 1-19.
11. “(When) Does Third-Party Recognition for Design Excellence Impact Financial Performance in B2B Markets?” D. Eric Boyd and P. K. Kannan, *Journal of Marketing*, May 2018, Vol. 82, No. 3, p. 108-123.
12. “Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products,” Verhoef, PC; Stephen, AT ; Kannan, PK; Luo, XM; Abhishek, V; Andrews, M; Bart, Y; Datta, H; Fong, N; Hoffman, DL; Hu, MM; Novak, T; Rand, W; and Zhang, YC, *Journal of Interactive Marketing*, Nov 2017, Volume: 40 Pages: 1-8
13. “Digital Marketing: A Framework, Review and Research Agenda,” P.K. Kannan and Hongshuang Alice Li, *International Journal of Research in Marketing*, January 2017, 34, 22-45.
 - **Winner of the 2017 IJRM Best Paper Award**
14. “Harvesting Brand Information from Social Tags,” Hyoryung Nam, Yogesh Joshi, and P. K. Kannan, *Journal of Marketing*, July, 2017, Vol. 81, No. 4, 88-108.
15. “Marketing Analytics for Data-Rich Environments,” Michel Wedel and P. K. Kannan, *Journal of Marketing*, November 2016, Vol. 80, No. 6, pp. 97-121.
 - **Winner of the 2016 AMA/MSI Paul Root Award**
16. “Attribution Strategies and the Return on Keyword Investment in Paid Search Advertising,” Hongshuang (Alice) Li, P. K. Kannan, Siva Viswanathan, and Abhishek Pani, *Marketing Science, Lead Article*, November-December 2016, Vol. 35, No. 6, p. 831-848.
17. “The Path to Purchase and Attribution Modeling: Introduction to Special Section,” P. K. Kannan, Werner Reinartz, and Peter C. Verhoef, *International Journal of Research in Marketing*, Volume 33, Issue 3, September 2016, Pages 449–456

18. "From Social to Sale: The Effects of Firm Generated Content in Social Media on Customer Behavior," Ashish Kumar, R. Bezawada, R. Rishika, R. Janakiraman, and P. K. Kannan, *Journal of Marketing*, 80(1), 2016, p. 7-25.
19. "2013-2014 Gary L. Lilien ISMS-MSI Practice Prize Competition: Special Section Introduction," P. K. Kannan, *Marketing Science*, 2015, Vol. 34, No. 6, November-December, p. 787-788.
20. "From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing," Peter Verhoef, P. K. Kannan and Jeff Inman, J., *Journal of Retailing*, 91(2), 2015, p. 174-181.
21. "Consumer Substitution Decisions: An Integrative Framework," R. Hamilton, D. Thompson, Z. Arens, S. Blanchard, G. Haubl, P. K. Kannan, U. Khan, D. Lehmann, M. Meloy, N. Roese and M. Thomas, *Marketing Letters*, 25 (3), 2014, p. 305-317.
22. "Informational Value of Social Tagging Networks," Hyoryung Nam and P. K. Kannan, *Journal of Marketing*, Volume 78, Number 4, July 2014, pp. 21 – 40.
 - **Winner of the 2014 AMA/MSI Paul Root Award**
 - **Finalist for the 2019 Sheth Foundation/Journal of Marketing Award**
23. "An Across-Store Analysis of Intrinsic and Extrinsic Cross-Category Effects," Venkatesh Shankar & P. K. Kannan, *Customer Needs and Solution*, Vol. 1, Issue 2, June 2014, p. 143-153.
24. "Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment," Hongshuang (Alice) Li and P. K. Kannan, *Journal of Marketing Research*, Volume 51, Issue 1 (February) 2014, p.40-56.
 - **Finalist for the 2014 Paul Green Award**
25. "Designing and Pricing Digital Content Products and Services: A Research Review," P. K. Kannan, *Review of Marketing Research*, Vol.10, 2013, p. 97-114.
 - **Winner of the 2014 Outstanding Author Contribution Award in Review of Marketing Research, Emerald Literati Network.**
26. "Value Co-Creation: Theoretical Approaches and Practical Implications," Hannu Saarijarvi, P. K. Kannan and Hannu Kuusela, *European Business Review*, Vol. 25, No.1, 2013, pp. 6-19.
 - **Winner of the 2014 Outstanding Paper Award in European Business Review, Emerald Literati Network**
27. "A Mathematical Reformulation of the Reference Price," Kevin Dayaratna and P. K. Kannan, *Marketing Letters*, Sept 2012, Vol. 23, No. 3, p. 839-849.
28. "Using Online Search Data to Forecast New Product Sales," Gauri Kulkarni, P. K. Kannan, and Wendy Moe, *Decision Support Systems*, Feb 2012, Vol. 52, 604-611.
29. "The Impact of Online and Offline Information Sources on Automobile Choice Behavior" Gauri Kulkarni, Brian Ratchford, P. K. Kannan, *Journal of Interactive Marketing*, August 2012, Vol. 26, No. 3, p. 167-175.

30. “Corporate Dashboards for Integrated Business and Engineering Decisions in Oil Refineries: An Agent-Based Approach” Ali Almansoori, Weiwei Hu, P. K. Kannan, Shapour Azarm, and Zhichao Wang, *Decision Support Systems*, Feb 2012, Vol. 52, 729-741.
31. “The Impact of Household Level Heterogeneity in Reference Price Effects on Optimal Retailer Pricing Policies,” Praveen Kopalle, P. K. Kannan, Lin Bao Boldt, and Neeraj Arora, *Journal of Retailing*, March 2012, Vol. 88, Issue 1, p 102-114.
 - **Winner of the 2014 Davidson Award, for the best paper published in the journal in 2012**
32. “Multi-Format Digital Products: How Design Attributes Interact with Usage Situations to Determine Choice,” by Nevena Koukova, P. K. Kannan, and Amna Kirmani, *Journal of Marketing Research*, Feb 2012, Vol. 49, No. 1, pp. 100-114.
 - **AMA Innovation, Technology and Interactivity SIG Article of the Year Award for 2012**
33. “Customer-Driven Optimal Design for Convergence Products,” Zhichao Wang, P. K. Kannan, and Shapour Azarm, *Journal of Mechanical Design*, Oct 2011, Vol. 133, Issue 10, 1-13.
34. “Retail Channel Structure Impact on Strategic Engineering Product Design,” by Nathan A. Williams, P. K. Kannan, and Shapour Azarm, *Management Science*, Vol. 57, No. 5, May 2011, pp. 897–914.
35. “Strategic Design Decisions for Uncertain Market Systems using an Agent Based Approach,” by Zhichao Wang, Shapour Azarm, and P. K. Kannan, *Journal of Mechanical Design*, Vol. 133, Issue 4, April 2011, 1-11.
36. “Strategic Online and Offline Retail Pricing: A Review and Research Agenda” by D. Grewal, R. Janakiraman, K. Kalyanam, P. K. Kannan, B. T. Ratchford, R. Song and S. Telarico, *Journal of Interactive Marketing*, Vol. 24, No. 2, pp. 138-154, 2010
37. “Multi-Category Design of Bundled Products for Retail Channels under Uncertainty and Competition,” by Nathan Williams, Shapour Azarm, and P. K. Kannan, *Journal of Mechanical Design*, Vol. 132, No. 3, March, 2010.
38. “An Interdisciplinary Perspective on IT Services and Service Science,” by Indranil Bardhan, Haluk Demirkan, P. K. Kannan, Robert Kauffman, and Ryan Sougstad, *Journal of MIS*, Vol. 24, No. 4 (Spring), 2010.
39. “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.**
40. “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.

41. "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.
 - **Winner of the Don Lehmann Award 2009, AMA Marketing Research SIG**, for the best dissertation based article to be published in JMR, JM in 2007, 2008.
42. "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.
43. "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.
44. "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.**
45. "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.
46. "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.
47. "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.
48. "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.
49. "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.
50. "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.
51. "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.
52. "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.

53. "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
54. "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.
55. "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.
56. "Introduction to the special issue: Marketing in the e-channel," by P. K. Kannan, *International Journal of Electronic Commerce*, Vol. 5 No. 3, Spring 2001, 3-6..
57. "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.
58. "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.
59. "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.
60. "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.
61. "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. .
62. "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.
63. "Competitive Market Structures: A Subset Selection Analysis," by P. K. Kannan and Susan Sanchez, *Management Science*, Vol. 40, No.11, 1994, 1484-1499.
64. "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-

65. "On 'Testing Competitive Market Structures'" by P. K. Kannan and Gordon P. Wright, *Marketing Science*, Vol. 10, No. 4, 1991, pp. 338 - 347.
66. "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.
67. "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.
68. "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. Kannan, P. K. and Xian Gu (2019), "Customer Centricity and Impact of Technology," in *Handbook on Customer-Centricity*, by Rob Palmatier, Christine Moorman and Ju-Yeon Lee (editors), Edward-Elgar Publishing, MA, USA, p. 300.
2. "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.
3. "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.
4. "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
5. "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 .
6. "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.
7. "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

- Xian Gu, PK Kannan and Liye Ma (2019), "How Companies Can Get the Most Out of a Freemium Business Model," *Harvard Business Review*, March 20.
<https://hbr.org/2019/03/how-companies-can-get-the-most-out-of-a-freemium-business-model>
- 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.

External Grants Won

1. EAGER Grant from the **National Science Foundation (NSF)** for the for the proposal "Design for Bundling Decisions with Marketing and Public Policy Considerations, (co-PIs: S. Azarm, S. A. Gabriel), **August 2011- July 2012**, \$99,985
2. 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).
3. 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 for the amount of **\$320,000** from **June 2002-May 2005** from **NSF** and **\$135,000** from **Black & Decker** under the NSF GOALI Program (NSF Grant Number DMI-0200029)
4. 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.
5. 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.
6. 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.
 7. 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.
 8. 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.

Recent Invited Presentations

2016

- University of Miami, April
- Carnegie Mellon University, April
- Choice Symposium, University of Alberta, Banff, Canada, May
- Nanyang Business School, Singapore, October
- Tokyo University/Tohoku University, Japan, December

2015

- Singapore Management University, January
- Temple University, March
- Boconni University, April
- University of Washington, Seattle, April – Research Camp
- MSI Frontiers in Marketing Conference – Invited Speaker on Big Data
- University of Groningen, August

2014

- Ohio State University – Research Camp
- Penn State University
- University of Porto, Portugal
- Erasmus University, Symposium on Marketing and Innovation, May
- AMA Advanced Research Technique (ART) Forum, June
- Tohoku University, Japan, July
- Singapore Management University, Plenary Speaker, Institute of Service Excellence Annual Conference, July
- Cornell University – School of Hotel Management

2013

- University of North Carolina
- University of Houston
- Santa Clara University
- Tulane University

- University of Groningen, Netherlands
- Choice Symposium, Erasmus University, Netherlands
- Bocconi University – Research Camp

2012

- University of Connecticut – Research Camp
- University of South Carolina – Research Camp
- Erasmus University, Research Camp

Other Invited and Conference Presentations (Older)

“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, Texax 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.

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”
5. Dissertation Co-Chair – Gauri Kulkarni (Ph.D. in Marketing) – 2009
Placement: Loyola University, Baltimore
6. Dissertation Co-Chair – Jing Gao (Ph.D. in Marketing) – 2010
Placement: Southwestern University of Finance and Economics, China

7. Dissertation Co-Chair – Hyoryung Nam (Ph.D. in Marketing) – 2012
Placement: Erasmus University, Netherlands
8. Dissertation Chair – Hongshuang (Alice) Li (Ph.D. in Marketing) – 2014
Placement: Indiana University, Bloomington
9. Dissertation Co-Chair – Xian Gu (Ph.D. in Marketing) – 2019 (expected)
Placement: Indiana University, Bloomington

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/Masters 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. Pricing Strategies for Sustainable Comp. Advantage
9. Consulting Projects – MBA
10. Statistical Programming with SAS and R - Masters

Average Ratings for the above courses spanning 1995-2011: 4.35 out of 5.

Most Recent Teaching Ratings

1. Customer Equity Management, Summer 2015 – 4.54 out of 5
2. Pricing Strategies for Sustainable Competitive Advantage, Spring 2014 – 4.73 out of 5

Undergraduate Courses

1. Marketing Research
2. Introduction to Operations Management
3. Manufacturing and Operations Mgmt
4. Business Statistics
5. Big Data Analysis in Hospitality Industry

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.
8. Customer Relationship Management, McCormick 2006
9. Customer Service and Customer Equity Management, CSX Executive Program 2010-13