

**JAGMOHAN S. RAJU**

742 Jon M Huntsman Hall  
University of Pennsylvania  
Philadelphia, PA 19104

6 Jodi Court  
Cherry Hill, NJ 08003

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**I. EDUCATIONAL BACKGROUND**

**A. Degrees**

Ph.D., Business, Stanford University 1988  
M.A., Economics, Stanford University, 1988  
M.S., Operations Research, Stanford University, 1987  
M.B.A., Indian Institute of Management, Ahmedabad, 1982, (Gold Medal for best academic performance)  
B.Tech, Electrical Engineering, Indian Institute of Technology, Delhi, 1976 (Merit List)

**B. Dissertation: "A Theory of Price Promotions"**

Chair: Professor V. Srinivasan

**II. TEACHING ACCOMPLISHMENTS**

**A. Teaching Positions**

Joseph J. Aresty Professor: Professor of Marketing, The Wharton School, University of Pennsylvania, Philadelphia, PA. 1992 to present.

Assistant Professor, Anderson School, UCLA, Los Angeles CA. 1988-1992.

Acting Assistant Professor, Anderson School, UCLA, Los Angeles CA 1987-1988.

**B. Teaching Awards and Recognitions**

1. George Robbins Award for Teaching (UCLA), June 1991
2. Marketing Professor of the Year (UCLA), June 1992
3. Wharton Core Course Teaching Award, Fall 1999
4. Wharton Core Course Teaching Award, Fall 2000
5. Wharton Executive MBA Teaching Award, June 2000
6. Faculty Marshall, Wharton MBA Graduation Ceremony, 2002
7. Faculty Marshall, Wharton MBA Graduation Ceremony, 2003
8. Best Core Course Teacher Award (Indian School of Business), 2003

9. Wharton Executive MBA Teaching Award, 2004
10. Wharton Executive MBA Teaching Award, 2005
11. Miller-Sherrerd MBA Core Course Teaching Award, 2006
12. Wharton Executive MBA Teaching Award, 2008
13. Wharton Executive MBA Teaching Award, 2009
14. MBA Core Curriculum Teaching Award, 2010
15. MBA Elective Teaching Award 2011
16. WEMBA West Elective Teaching Award 2011
17. MBA Core Teaching Award 2012
18. WEMBA East Elective Teaching Award 2012
19. WEMBA West East Elective Teaching Award 2013

### **C. Chairmanship/Co-Chairmanship of Doctoral Committees**

1. Abhik Roy, 1990, Assistant Professor, University of California, Riverside  
Co-Chair with Professor Dominique Hanssens
2. Sanjay Dhar, 1992, Professor, University of Chicago  
Co-Chair with Professor Donald Morrison
3. Rajeev Tyagi, 1996, University of California, Irvine
4. Wilfred Amaldoss, 1998, Purdue University  
Co-Chair with Professor Robert J. Meyer
5. Serdar Seyman, 1998, School of Management, Turkey  
Co-Chair with Professor Stephen Hoch
6. Yusong Wang, 2002, Singapore Management University  
Thesis: Three Essays on the Economics of Retailing.  
Co-chair with Professor David Bell
7. Ye Hu, 2004, Krannert School of Management, Purdue University  
Co-Chair with Josh Eliashberg
8. Tony Cui, 2005, University of Minnesota  
Co-chair with John Zhang
9. Ritesh Saini, 2006, George Mason University  
Co-Chair with Steve Hoch

10. Andres Musalem, 2006, Fuqua School of Business, Duke University  
Co-chair with Eric Bradlow
11. S. Sajeesh, 2008, Baruch College
12. Upender Subramanian, 2009, UT Dallas  
Co-Chair with John Zhang
13. Cexun (Jeff) Cai, Expected Graduation: 2015, Summer

#### **D. Membership of Doctoral Committees**

1. Joao Assuncao, Professor, University of Lisbon
2. Marnik Dekimpe, Professor, Catholic University at Louvain
3. Teck Hua Ho, Professor, UC Berkeley
4. Satya Menon, Assistant Professor, University of Illinois, Chicago
5. Darryl Banks, Assistant Professor, Duke University
6. Amy Kallianpur, Assistant Professor, Michigan State University
7. Erika Okada, University of Washington
8. Min Ding, Penn State
9. Noel Watson, Harvard Business School

#### **E. Courses Taught**

##### **1. Undergraduate/Graduate Courses**

###### **Courses Taught at Wharton**

Doctoral Seminar on Mathematical Models in Marketing MKTG964  
 Doctoral Seminar ECON/OR Models in Marketing MKTG961  
 Introduction to Marketing MKTG611  
 Introduction to Marketing MKTG601  
 Introduction to Marketing MKTG621  
 Introduction to Marketing Strategy MKTG622  
 Pricing Policy MKTG754 (WEMBA, MBA)  
 Marketing to the Indian Consumer MKTG893 (Global Modular Course)  
 Pricing Policy MKTG222 (UG)  
 Advanced Study Projects  
 Senior Conference

###### **Courses Taught at UCLA**

Elements of Marketing  
 Marketing Strategy  
 Doctoral Seminar on Marketing Management and Strategy  
 Management Field Study

##### **2. Executive Seminars**

###### **Wharton**

PGPMAX (Academic Director)

Advanced Management Program  
Competitive Strategies Program (Academic Director)  
Essentials of Marketing Program (Academic Director)  
Pricing Strategies Program (Academic Director)  
Sales Force Management Program  
New Product Development Program  
Essentials of Management Program  
Several Custom Programs  
**UCLA**  
UCLA Medical Marketing Program  
UCLA Program for Minority and Women Business Entrepreneurs

### **III. RESEARCH AND PUBLICATIONS**

#### **A. Research Awards**

1. Finalist, John D.C. Little Award, 1990
2. Winner, Frank Bass Award, 1992
3. Winner, John D. C. Little Award, 1996
4. Winner, Frank Bass Award, 2000
5. Winner, John D.C. Little Award, 2000
6. Finalist, John D.C. Little Award 2003
7. Finalist, Frank Bass Award, 2004
8. Finalist, Best Paper Award, *International Journal of Research in Marketing*, 2006

#### **B. Articles in Refereed Journals**

1. Raju, Jagmohan S., V. Srinivasan, and R. Lal (1990), "The Effects of Brand Loyalty on Competitive Price Promotional Strategies," *Management Science*, 36, March, 276-304.  
(*This paper won the Frank Bass Award for 1992*)  
(*This paper was the finalist for the John D.C. Little Award 1990*)
2. Kahn, Barbara E. and Jagmohan S. Raju (1991), "Effects of Price Promotions on Variety Seeking and Reinforcement Behavior," *Marketing Science*, Vol. 10 (4), Fall, 316-337.

3. Raju, Jagmohan S. (1992), "The Effect of Price Promotions on Variability in Product Category Sales," *Marketing Science*, 11 (3), 207-220 (**Lead Article**).
4. Raju, Jagmohan S., Sanjay K. Dhar, and Donald G. Morrison (1994), "The Effect of Package Coupons on Brand Choice," *Marketing Science*, 13 (2) Spring, 145-164.
5. Roy, Abhik, Dominique M. Hanssens, and Jagmohan S. Raju (1994), "Competitive Pricing by a Price Leader," *Management Science*, 40 (July) 809-823 (**Lead Article**).
6. Raju, Jagmohan S., Raj Sethuraman and Sanjay K. Dhar (1995), "The Introduction and Performance of Store Brands," *Management Science*, 41 (June) 957-978.  
(*This paper won the John D.C. Little award in 1996.*)
7. Raju, Jagmohan S., R. Sethuraman, and S. K. Dhar (1995), "National Brand Store Brand Price Differential and Store Brand Market Share," *Pricing Strategy and Practice: An International Journal*, 3 (2), 17-24.
8. Raju, Jagmohan S. (1995), "Theoretical Models of Sales Promotions: Contributions, Limitations, and a Future Research Agenda," *European Journal of Operational Research*, 85, 1-17 (Lead Article).
9. Raju, Jagmohan S., and V. Srinivasan (1996), "Quota-Based Compensation Plans for Multi-Territory Heterogeneous Salesforces," *Management Science*, 42 (10), 1454-1462.
10. Dhar, Sanjay K., Donald G. Morrison, and Jagmohan S. Raju (1996), "The Effect of Package Coupons on Brand Choice: An Epilogue on Profits," *Marketing Science*, 15 (2), 192-203.
11. Dhar, Sanjay K. And Jagmohan S. Raju (1998), "The Effects of Cross-Ruff Coupons on Sales and Profits," *Management Science*, 44 (11), Part I of II, 1501-1516.
12. Raju, Jagmohan S. and Sanjay K. Dhar (1999), "A Note on the Relationship between Firm Diversification and Corporate Advertising Expenditures," *Marketing Letters*, 10, 1, 33-47.
13. Raju, Jagmohan S. and Abhik Roy (2000), "Market Information and Firm Performance," *Management Science*, 46(8), 1075-1084.
14. Amaldoss, Wilfred, Robert J. Meyer, Jagmohan S. Raju, and Amnon Rappaport, (2000), "Collaborating to Compete A Game-Theoretic Model and Experimental Investigation of the Effect of Profit-Sharing Arrangement and Type of Alliance," *Marketing Science*, 19(2), 105-126. (**Lead Article**).  
(*Winner for the John DC Little Award*)  
(*Winner of the Bass Award*)

15. Seyman, Serdar, Stephen Hoch and Jagmohan Raju, (2002), "Store Brand Positioning Strategies," *Marketing Science*, 21 (4).  
(Finalist John DC Little Best Paper Award)
16. Seyman, Serdar and Jagmohan S Raju (2004), "How category characteristics affect the number of store brands offered by the retailer: model and empirical analysis," *Journal of Retailing* (80) 279-287.
17. Seyman, Serdar and Jagmohan S Raju (2004), "Investigating the Cross-Category Effects of Store Brands", *Review of Industrial Organization*, (24), Issue 2, March, 129-141.
18. Morrison, Donald G. and Jagmohan Raju (2004), "The Marketing Department in *Management Science*: Its History, Contributions, and the Future," *Management Science* (50), April 2004, 425-428.
19. Raju, Jagmohan S. and John Zhang (2005), "Channel Coordination in the Presence of a Dominant Retailer," *Marketing Science*, 24(2), 254-262.
20. Brown, Stephen W. et. al (2005), "Marketing Renaissance: Opportunities and Imperatives for Improving Marketing Thought, Practice, and Infrastructure," *Journal of Marketing*, 69(4), 1-26.
21. Hauser John R., Greg Allenby, Fredrick Murphy, Jagmohan Raju, Richard Staelin, and Joel Steckel (2005), "Editorial: Marketing Science – Growth and Evolution," *Marketing Science*, 24(1) 1-2.
22. Roy, Abhik, Namwwon Kim, and Jagmohan S Raju, (2006), "Assessing New Empirical Industrial Organization (NEIO) Methods: Case of Five Industries," *International Journal of Research in Marketing*, 23, pp 369-383.  
(Finalist, Best Paper of the Year Award)
23. Tyagi, Rajeev and Jagmohan S. Raju, (2006), "The Pace of Intermediate Product Introductions," *Managerial and Decision Economics*, 27, pp 527-535.
24. Cui, Tony, Jagmohan S Raju and John Zhang, (2007), "Fairness and Channel Coordination," *Management Science*.
25. Musalem, Andres, Eric Bradlow, and Jagmohan S. Raju, (2008), "Who's Got the Coupon: Estimating Consumer Preferences and Coupon Usage from Aggregate Information," *Journal of Marketing Research*, (45)6, 715-730.
26. Cui, Tony, Jagmohan Raju and John Zhang (2008), "A Price Discrimination Model of Trade Promotions," *Marketing Science*, (27)5, 779-795.

27. Chen, Yuxin, Yogesh Joshi, Jagmohan S. Raju and John Zhang, (2009), "A Theory of Combative Advertising," *Marketing Science*, Jan-Feb, 28, 1-19. (Lead Article).
28. Musalem, Andres, Eric Bradlow and Jagmohan S. Raju, (2009), "Bayesian Estimation of Random Coefficient Choice Models using Aggregate Data," *Journal of Applied Econometrics*, 24, 490-516.
29. Sajeesh S. and Jagmohan S. Raju, (2010), "Positioning and Pricing in a Variety Seeking Market," *Management Science*, 56 (6), 949-961.
30. Coughlan Anne, S. Chan Choi, Wujin Chu, Charles A. Ingene, Sridhar Moorthy, V. Padmanabhan, Jagmohan S. Raju, David Soberman, Richard Staelin, Z. John Zhang (2010), "Marketing Modeling Reality and the Reality of Marketing Modeling," *Marketing Letters*, 21, (June), 317-333.
31. Subramanian, Upender, Jagmohan S. Raju, Sanjay K. Dhar, and Yusong Wang (2010), "Competitive Consequences of using a Category Captain," *Management Science*, 56 (10), 1739-1765.
33. Roy, Abhik and Jagmohan S. Raju (2011), "The Influence of Demand Factors on Dynamic Competitive Pricing Strategy: An Empirical Study," *Marketing Letters*, 22 (3), 259-281.
34. Dekimpe, Marknik, Katrin Gielens, Jagmohan S. Raju, and Jacquelyn Thomas, (2011), "Strategic Assortment Decisions in Information Intensive and Turbulent Environments," *Journal of Retailing*, 87S (1), 17-28.
35. Subramanian, Upender and Jagmohan S. Raju (2011), "Collaborating in an Imperfect World," *International Commerce Review, ECR Journal*, 10 (1), 46-55.
36. Subramanian, Upender, Jagmohan S. Raju, and John Zhang (2012), "'Exclusive Handsets in the Wireless Industry: A Competitive Analysis,'" forthcoming, *Marketing Science*.

### **C. Other Articles, including chapters in books**

#### **Book Chapters**

1. Raju, Jagmohan S. and Abhik Roy (1996), "Understanding Competitive Relationships," in George S. Day and David Reibstein, eds., *Dynamic Competitive Strategies*.

2. Raju, Jagmohan S. “Revitalizing the Role of Marketing in Business Organizations: What can Poor Academics do to Help?” In “Does Marketing Need Reform,” eds. Rajendra Sosodia and Jagdish Sheth – also appeared in *Journal of Marketing* (above).
3. Seyman, Serdar and Jagmohan S. Raju (2006), “Store Brands: Back to the Future,” *Review of Marketing Research*, ed. Naresh Malhotra ME Sharpe, 232.
4. Sethuraman, Raj and Jagmohan S. Raju (2011), “Private Label Strategies: Myths and Realities,” in *Handbook of Marketing Strategy*, eds. Greg Carpenter and Venkatesh Shankar.

#### **Other Articles (partial list)**

1. Hoch, Stephen P. and Jagmohan S Raju (1998), “Are Private Labels a Threat to National Brands,” *Financial Times*.
2. Raju, Jagmohan S. and Yogesh Joshi, (2003), “Should Hospitals be in the Hospitality Business,” *Brand Equity*, Times of India Publication, Mumbai, India.
3. Raju, Jagmohan S. and John Zhang, (2003), “Choosing a Wrong Pricing Strategy can be a Costly Mistake,” *Knowledge at Wharton*.

#### **D. Books**

1. Raju, Jagmohan S. and John Zhang (2011), “Smart Pricing,” Pearson Publishing, English, Korean, Spanish, Portuguese editions.
2. Raj Sethuraman and Jagmohan S. Raju (2012), “The Competition between National Brands and Store Brands: Models, Insights, Implications and Future Research Directions, Now Publishers, Foundations and Trends in Marketing Series.

#### **E. Manuscripts under Review**

1. Subramanian, Upender, Jagmohan S. Raju, and John Zhang (2011), “The Strategic Value of High Cost Consumers,” under third round review, *Management Science*.
2. Jeffery Cai and Jagmohan S. Raju (2012), "Keeping Your Enemies Closer: When Market Entry as an Alliance with your Competitor Makes Sense" under review, *Marketing Science*.
3. Cui, Tony, Mengze Shi and Jagmohan S. Raju (2011), “S-Shaped Incentive Schemes and Pay Caps,” being revised for resubmission, *Marketing Science*.



4. Tyagi, Rajeev and Jagmohan S. Raju (2009), “The Effect of Entrant Brand Ownership on National Brand Positioning Strategies,” *Managerial and Decision Economics*. (conditionally accepted).

## **Working Papers**

1. Bonfrer, Andre and Jagmohan S. Raju, (2006), “CEO Succession and its Impact on Competitive Behavior” (revised).
2. S. Sajeesh and Jagmohan S. Raju (2009), “Cost Leadership, Differentiation and Niche Strategies: Impact on Positioning and Pricing,” (revised).
3. Bala, Ram, Amit Mehra, and Jagmohan S. Raju (2011), “Competitive Advertising Strategies for Online Retailers.”
4. S. Sajeesh and Jagmohan S. Raju (2010), "Positioning and Pricing of Conspicuous Goods: A Competitive Analysis.
5. Zhou, Chen, Rajdeep Grewal, and Jagmohan S. Raju (2010), “Customer Acquisition in Business-to-Business Firms: A Multi-Agent Agency Theory Model for the Marketing-Sales Interface.

## **F. Invited Presentations**

### **1. Presentations at Universities (Full List Available on Request)**

#### **2012:**

1. ISMS Doctoral Consortium, June 2011

#### **2011:**

1. ISMS Doctoral Consortium, June 2011

#### **2008:**

1. Stanford University, “A Theory of Combative Advertising.”
2. University of Texas at Dallas
3. Kellogg Graduate School of Management, Northwestern University, “Competitive Consequences of using a Category Captain”.
4. School of Management, UT Dallas, “A Theory of Combative Advertising.”
5. Indian School of Business, Hyderabad, India, “A Theory of Combative Advertising.”
6. Presentations at ISMS Doctoral Consortium, AMA Doctoral Consortium

#### **2007**

1. University of California, Berkeley
2. University of Kansas

**2006**

1. Harvard Business School

**2. Invited Conference Presentations (Full List Available on Request)**

**2009**

1. AMA Doctoral Consortium
2. Keynote Speaker, Professional Pricing Society
3. Keynote Speaker: Conference on Game Theory, Montreal

**2008**

1. AMA Doctoral Consortium (June 2008)
2. Wharton Alumni Association of Minneapolis
3. FT20 Celebrations, Indian School of Business, Alumni Association, New York
4. South Asian Pharmaceutical Association, New Jersey

**2007**

1. AMA Doctoral Consortium, Arizona State University
2. INFORMS Society of Marketing Science Doctoral Consortium (Singapore Management University)
3. SICS Conference, Berkeley

**2006**

1. INFORMS Society of Marketing Science Doctoral Consortium (University of Pittsburgh)

**G. Editorial Service**

1. Departmental Editor, *Management Science* 2001-2009.
2. Advisory Board: *Marketing Science*, Social Science Research Network – Marketing
3. Editorial Board, *Marketing Science*, *Review of Marketing Science*.
4. Reviewing for Professional Journals.

*Marketing Science*

*Management Science*

*Journal of Marketing Research*

*Journal of Labor Economics*

*Journal of Law and Economics*

*Journal of Marketing*

*Journal of Consumer Research*

*Journal of Business Economics and Statistics*

*International Journal of Research in Marketing*

*Marketing Letters*

5. Other Reviewing

AMA Educator's Conference

AMA Dissertation Awards

Marketing Science Dissertation Competition and other proposals

MSOM

**IV. PROFESSIONAL ACTIVITIES**

**A. Professional Societies**

1. Past President, INFORMS Society for Marketing Science (Chaired a Committee to institute 2 new major awards)
2. President, INFORMS Society for Marketing Science
3. President Elect, INFORMS Society for Marketing Science
4. Secretary Treasurer: INFORMS College on Marketing 1999-2001

**B. Administrative Service and Professional Leadership**

**AT WHARTON:**

Chair, Marketing Department 2008-

MBA Course Allocation Committee

Global Initiatives Committee

Deputy Dean's Executive Committee

Executive Director: Wharton-ISB Co-Sponsorship

Member, Executive Education Advisory Committee

Member, Academic Personnel Advisory Committee 2007-2008.

Member, Globalization Committee, 2007-.

Course Head: Marketing 621, 2006-2007

Phd Program Coordinator (Marketing) 2001-2005

Organized the Fall Informs Conference Marketing sessions in Philadelphia. 1999

Chair, Wharton School MBA Executive Committee, 1999

Member, Marketing Department PhD Committee

Member, Wharton MBA Executive Committee, 1997-1999

Actively involved in Wharton-India Business School Project

Co-Chair, Recruiting, 1996-1997

Course Head, Marketing 622, 1994-1995

Course Head, Marketing 341, 1993-1995

Member, Doctoral Committee, 1993-1998

Member, Recruiting Committee, 1993-1998

Member, Mid-Level Recruiting Committee, 1994-1995

Member, Curriculum Committee, 1993-1994

## **AT UCLA**

Ad-hoc Member, Staffing Committee, AGSM, UCLA. 1991-92.  
Member, Legislative Assembly, Academic Senate, UCLA, 1989-91.  
Member, Doctoral Board at AGSM, UCLA, 1990-91.  
Member, Field Study Advisory Committee. 1991-92.  
Doctoral Student Advisor, Marketing Area, AGSM, UCLA, 1990-91

## **AT ISB**

International Academic Council, 1999 - 2003  
Chair Curriculum Committee, 1999 -2001  
Member, Recruiting Committee 2001- 2003  
Area Leader, Marketing 2002-

## **C. Other Employment**

TATA Administrative Service, Bombay, India, 1982-83

Philips India Ltd (subsidiary of NV Philips Netherlands)

## **D. Professional Affiliations and Memberships**

American Marketing Association  
INFORMS  
Board of Directors, Children's Literacy Initiative

## **V. OTHER GRANTS AND AWARDS**

### **A. Grants**

External Grants:

ICI-Unilever, 2009, \$25,000

Marketing Science Institute Research Grant, 1994-1995, \$3,000

Wharton Grants:

Junior Faculty Summer Research Award, 1992-1993

Junior Faculty Summer Research Award, 1993-1994

Junior Faculty Summer Research Award, 1995-1996

Huntsman Center Research Grant, 1994-1995, \$8,000

UCLA:

Summer Research Support, 1988-1992

"The Effect of Promotions on Product Category Sales", 1990-91, \$3,030.

"The Effects of Price Promotions on Variety Seeking", 1989-90, \$2,500.

"Competitive Price Discounting Strategies, 1987-88, \$2,400.

"Competitive Couponing Strategies, 1991-92, \$2,600.

## **B. Professional Awards and Fellowships**

AMA Doctoral Consortium Fellow, 1989.

Merit Fellowship, Stanford University, 1984.

Air India Scholarship: Best academic performance in the MBA program.

Gwalior Rayon Scholarship: Best academic performance, First Year, MBA.

National Talent Search Scholarship.