

JAGMOHAN S. RAJU

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

6 Jodi Court
Cherry Hill, NJ 08003

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 Sayman, 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, 2015, Texas A&M
Co-chair with Robert Meyer
14. Abhinav Uppal, Expected Graduation: 2017, Spring

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
ABCAM- Virtual Marketing Classrooms- Essentials
Advancing Business Acumen
CUES
Customer Driven Marketing- India (Academic Director)
Executive Leadership Program
GBTA Foundation- 2015 GLP Program (Academic Director)
Guanghua- Global Executive Program
Leadership Program
Lumbermen's Merchandising Corporation (LMC)
Minsheng Bank: Risk & Liability Leadership Program
Post-Graduate Programme in Management for Senior Executives
Vertex Portfolio Leadership Program
Wharton/ASIS Security Executive Development Program

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
9. Finalist, John D.C. Little Award, 2014
10. Finalist, Frank Bass Award, 2014

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. Sayman, Serdar, Stephen Hoch and Jagmohan Raju, (2002), "Store Brand Positioning Strategies," *Marketing Science*, 21 (4).
(Finalist John DC Little Best Paper Award)
16. Sayman, 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. Sayman, 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," *Marketing Science*, 32 (2), 246-270.

(Finalist, 2014 John D.C. Little Best Paper Award)

(Finalist, 2014 Frank M. Bass Dissertation Paper Award)

37. Subramanian, Upender, Jagmohan S. Raju, and John Zhang (2013), "The Strategic Value of High Cost Consumers," *Management Science*, 60 (2), 494-507.

38. Jeffery Cai and Jagmohan S. Raju (2016), "Keeping Your Enemies Closer: When Market Entry as an Alliance with your Competitor Makes Sense" *Marketing Science*.

39. Mehra, Amit, Subodha Kumar, and Jagmohan S. Raju, "Competitive Strategies for Bricks and Mortar Stores to Counter Showrooming," forthcoming, *Management 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. Sayman, 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

1. Subramanian, Upender, Jagmohan S. Raju, and John Zhang (2011), “The Strategic Value of High Cost Consumers,” under third round review, *Management Science*.
2. Cui, Tony, Mengze Shi and Jagmohan S. Raju (2011), “S-Shaped Incentive Schemes and Pay Caps,” being revised for resubmission, *Marketing Science*.
4. Sajeesh, S., Mahima Hada, Jagmohan S. Raju, and Gina M. Pingitore, “Me-too or Exclusive? The Role of Consumer Heterogeneity on Positioning in Conspicuous Goods Markets,” under revision prior to resubmission, *Journal of Marketing Research*.

Working Papers

1. Upender Subramanian, Jagmohan S. Raju and John Zhang (2013), “Managing Customers as Portfolios: A Competitive Perspective.”
3. Bonfrer, Andre and Jagmohan S. Raju, (2006), “CEO Succession and its Impact on Competitive Behavior” (revised).
4. S. Sajeesh and Jagmohan S. Raju (2009), “Cost Leadership, Differentiation and Niche Strategies: Impact on Positioning and Pricing” (revised).
5. Bala, Ram, Amit Mehra, and Jagmohan S. Raju (2011), “Competitive Advertising Strategies for Online Retailers.”

6. 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.”
7. Uppal, Abhinav, and Jagmohan S. Raju (under review, first round, *Marketing Science*), “Effect of Content Providers ability to charge end-users on the Network Neutrality Debate.”

F. Invited Presentations

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

2014:

1. Olin School of Business, “Competitive Strategies for Bricks and Mortar Stores to Counter Showrooming.”

2013:

1. Washington University in St. Louis, “Showrooming: Managing Competition between Online and Bricks and Mortar Retailers.”

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. Editorial Board, *Journal of Modelling in Management*
5. Associate Editor, *Management Science*, Marketing Area on going
6. Editorial Board, QUANTITATIVE MARKETING eJOURNAL
7. 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
European Journal of Operations Research

8. 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/recognitions The Long Term Award and ISMS Fellows)
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:

Vice Dean, Wharton Executive Education 2015-
Chair, Marketing Department 2008-2014
PhD Program Coordinator: Marketing Department 2001-2005
Member: Deputy Dean's Advisory Committee
Member, Dean's Advisory Council
Executive Director: Wharton-ISB Co-Sponsorship
Member, Senior Quant Recruiting Committee
Member, AMA Rookie/Non-Rookie Recruiting Committee
Member, Wharton Research Data Services Committee
MBA Course Allocation Committee
Member: Global Initiatives Committee

Member, Executive Education Advisory Committee
Member, Academic Personnel Advisory Committee 2007-2008.
Member, Globalization Committee, 2007-
Course Head: Marketing 621, 2006-2007
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
Fellow Informs Society for Marketing Science