

**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

**C. Career Recognitions**

Fellow, INFORMS Society for Marketing Science

**II. TEACHING ACCOMPLISHMENTS**

**A. Teaching and Administrative Positions**

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

2. Vice Dean, Wharton Executive Education and Wharton Online, 2015-2022

3. Chair, Marketing Department, 2008-2014

4. Executive Director, Wharton-Indian School of Business co-sponsorship, 2008 to Present

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

6. 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

1. Wharton Core Course Teaching Award, Fall 2000
2. Wharton Executive MBA Teaching Award, June 2000
3. Faculty Marshall, Wharton MBA Graduation Ceremony, 2002
4. Faculty Marshall, Wharton MBA Graduation Ceremony, 2003
5. Best Core Course Teacher Award (Indian School of Business), 2003
6. Wharton Executive MBA Teaching Award, 2004
7. Wharton Executive MBA Teaching Award, 2005
8. Miller-Sherrerd MBA Core Course Teaching Award, 2006
9. Wharton Executive MBA Teaching Award, 2008
10. Wharton Executive MBA Teaching Award, 2009
11. MBA Core Curriculum Teaching Award, 2010
12. MBA Elective Teaching Award, 2011
13. WEMBA West Elective Teaching Award, 2011
14. MBA Core Teaching Award, 2012
15. WEMBA East Elective Teaching Award, 2012
16. WEMBA West East Elective Teaching Award, 2013
17. WEMBA West Elective Teaching Award, 2018
18. WEMBA Elective Teaching Award, 2019
19. Wharton Teaching Excellence Award, 2020
20. Wharton Excellence in Teaching Award for WEMBA Teaching, 2021
21. Wharton Excellence in Teaching Award for WEMBA Teaching, 2022
22. Wharton Excellence in Teaching Award for WEMBA, 2024
23. Wharton Excellence in Teaching Award for MBA, 2024

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

1. Tony Cui, 2005, University of Minnesota  
Co-chair with John Zhang
2. Ritesh Saini, 2006, George Mason University  
Co-Chair with Steve Hoch
3. Andres Musalem, 2006, Fuqua School of Business, Duke University  
Co-chair with Eric Bradlow
4. S. Sajeesh, 2008, Baruch College
5. Upender Subramanian, 2009, UT Dallas  
Co-Chair with John Zhang
6. Cexun (Jeff) Cai, 2015, Texas A&M  
Co-chair with Robert Meyer
7. Abhinav Uppal, 2018, Indian School of Business

#### **D. Membership of Doctoral Committees at Home School**

Joao Assuncao, Professor, University of Lisbon  
Marnik Dekimpe, Professor, Catholic University of Louvain  
Teck Hua Ho, Professor, UC Berkeley  
Satya Menon, Assistant Professor, University of Illinois, Chicago  
Darryl Banks, Assistant Professor, Duke University  
Amy Kallianpur, Assistant Professor, Michigan State University  
Erika Okada, University of Washington  
Min Ding, Penn State  
Noel Watson, Harvard Business School  
Ran Gao, Netflix

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

##### **UNDERGRADUATE/GRADUATE COURSES**

##### **1. 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

##### **2. Courses Taught at UCLA**

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

## **WHARTON EXECUTIVE PROGRAMS**

### **1. Wharton – Open Enrollment Programs**

Strategic Marketing for Competitive Advantage Program (Academic Director)  
Pricing Strategies Program (co-Academic Director)  
Customer Driven Marketing (Academic Director)  
General Management Program (Academic Director)  
Advanced Finance Program (Academic Director)  
Competitive Strategies Program (Academic Director)  
Sales Force Management Program  
New Product Development Program  
Essentials of Management Program  
Advanced Management Program  
Advancing Business Acumen

### **2. Wharton – Online Programs**

Leading Customer Centric Growth  
Selling through Customer Centricity  
Introduction to Marketing (Coursera)  
Entrepreneurship (Coursera)

### **3. Wharton – Custom Programs**

Pfizer, Academic Director  
Wyeth, Academic Director  
Medtronic, Academic Director  
Merck, Academic Director  
ISB PGPMAX@Wharton (Academic Director)  
E-House Program  
ABCAM- Virtual Marketing  
CUES Executive Leadership Program  
GBTA Foundation- 2015 GLP Program (Academic Director)  
Guanghua- Global Executive Program  
Lumbermen's Merchandising Corporation (LMC)  
Minsheng Bank: Risk & Liability Leadership Program  
Vertex Portfolio Leadership Program  
Wharton/ASIS Security Executive Development Program

## UCLA COURSES

UCLA Medical Marketing Program

UCLA Program for Minority and Women Business Entrepreneurs

### III. RESEARCH AND PUBLICATIONS

#### A. Research Awards

Finalist, John D.C. Little Award, 1990

**Winner, Frank Bass Award, 1992**

**Winner, John D. C. Little Award, 1996**

**Winner, Frank Bass Award, 2000**

**Winner, John D.C. Little Award, 2000**

Finalist, John D.C. Little Award 2003

Finalist, Frank Bass Award, 2004

Finalist, Best Paper Award, *International Journal of Research in Marketing*, 2006

Finalist, John D.C. Little Award, 2014

Finalist, Frank Bass Award, 2014

**Winner, Best Paper Award, *Management Science*, Information Systems, 2021**

#### B. Articles in Refereed Journals

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)**

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

Raju, Jagmohan S. (1992), "The Effect of Price Promotions on Variability in Product Category Sales," *Marketing Science*, 11 (3), 207-220 **(Lead Article)**

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.

Roy, Abhik, Dominique M. Hanssens, and Jagmohan S. Raju (1994), "Competitive Pricing by a Price Leader," *Management Science*, 40 (July) 809-823

**(Lead Article).**

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)**

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.

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).**

Raju, Jagmohan S., and V. Srinivasan (1996), "Quota-Based Compensation Plans for Multi-Territory Heterogeneous Salesforces," *Management Science*, 42 (10), 1454-1462.

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.

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.

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.

Raju, Jagmohan S. and Abhik Roy (2000), "Market Information and Firm Performance," *Management Science*, 46 (8), 1075-1084.

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)**

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

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.

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.

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.

Raju, Jagmohan S. and John Zhang (2005), "Channel Coordination in the Presence of a Dominant Retailer," *Marketing Science*, 24(2), 254-262.

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.

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.

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)**

Tyagi, Rajeev and Jagmohan S. Raju, (2006), "The Pace of Intermediate Product Introductions," *Managerial and Decision Economics*, 27, pp 527-535.

Cui, Tony, Jagmohan S Raju and John Zhang, (2007), "Fairness and Channel Coordination," *Management Science*.

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.

Cui, Tony, Jagmohan Raju and John Zhang, (2008), "A Price Discrimination Model of Trade Promotions," *Marketing Science*, (27)5, 779-795.

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).

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.

Sajeesh S. and Jagmohan S. Raju, (2010), "Positioning and Pricing in a Variety Seeking Market," *Management Science*, 56 (6), 949-961.

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.

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.

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.

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.

Subramanian, Upender and Jagmohan S. Raju (2011), "Collaborating in an Imperfect World," *International Commerce Review, ECR Journal*, 10 (1), 46-55.

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)**

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

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

Mehra, Amit, Subodha Kumar, and Jagmohan S. Raju, (2016), "Competitive Strategies for Bricks and Mortar Stores to Counter Showrooming," *Management Science*.

**(Winner Best Paper Award, Management Science, Information Systems Group)**

Tyagi, Rajeev and Jagmohan S. Raju (2018),"Effect of entrant brand ownership on national brands positioning strategies, *Managerial and Decision Economics* (39), 475-485

S. Sajeesh, Mahima Hada and Jagmohan S. Raju (2020), "The Effect of Customer Heterogeneity on Firm Profits in Conspicuous Goods Markets, *International Journal of Research in Marketing* 37(2), 258-280.

### **C. Other Articles, Including Chapters in Books**

#### **Book Chapters**

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

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).

Sayman, Serdar and Jagmohan S. Raju (2006), "Store Brands: Back to the Future," *Review of*

*Marketing Research*, ed. Naresh Malhotra ME Sharpe, 232.

Sethuraman, Raj and Jagmohan S. Raju (2011), "Private Label Strategies: Myths and Realities," in *Handbook of Marketing Strategy*, eds. Greg Carpenter and Venkatesh Shankar.

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

Hoch, Stephen P. and Jagmohan S Raju (1998), "Are Private Labels a Threat to National Brands," *Financial Times*.

Raju, Jagmohan S. and Yogesh Joshi, (2003), "Should Hospitals be in the Hospitality Business," *Brand Equity*, Times of India Publication, Mumbai, India.

Raju, Jagmohan S. and John Zhang, (2003), "Choosing a Wrong Pricing Strategy can be a Costly Mistake," *Knowledge at Wharton*.

#### **Books**

Raju, Jagmohan S. and John Zhang (2011), "Smart Pricing," Pearson Publishing, English, Korean, Spanish, Portuguese editions.

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.

#### **Manuscripts under Review**

"Customer Acquisition in Business Markets: Managing Conflicts between Marketing and Sales," (2025), Olivier Rubel, Chen Zhou, Rajdeep Grewal and Jagmohan S. Raju, under review, *Journal of Marketing*.

"A Theory of Selling Formats in Retailing: Direct vs Mediated Access", (2025), Abhinav Uppal, Kinshuk Jerath, and Jagmohan S Raju are being revised for resubmission to the *Journal of Marketing Research*.

#### **Working Papers**

Uppal, Abhinav, and Jagmohan S. Raju, "Effect of Content Providers ability to charge end-users on the Network Neutrality Debate."

Uppal, Abhinav, Jagmohan S. Raju and John Zhang (2013), "Managing Customers as Portfolios: A Competitive Perspective."

Bonfrer, Andre and Jagmohan S. Raju, (2006), "CEO Succession and its Impact on Competitive Behavior" (revised).

S. Sajeesh and Jagmohan S. Raju (2009), "Cost Leadership, Differentiation and Niche Strategies: Impact on Positioning and Pricing" (revised).

"Silent or Salient: Perks and Perils of Performance Posting" 2017, Jeff Cai, Robert Meyer and Jagmohan S. Raju.

Cui, Tony, Jagmohan S. Raju, Mengzhe Shi and Yinghao Zhang (2020), "Sales Compensation Plans: An Agency Model with Peer Induced Reference Dependent Preferences (2020) ," reject and resubmit at *Marketing Science*, being revised for resubmission to *Marketing Science*

#### **E. Invited Presentations (Full List Available on Request)**

**2024** INFORMS Society for Marketing Science, Doctoral Consortium

**2023** INFORMS Society for Marketing Science, Doctoral Consortium

**2020:** Informs Society of Marketing Science, Doctoral Consortium

**2019:** London Business School, "Effect of Content Providers ability to charge end-users on the Network Neutrality Debate."

**2019:** Informs Society of Marketing Science, Doctoral Consortium

**2018:** Sloan School of Management, "Effect of Content Providers ability to charge end-users on the Network Neutrality Debate."

**2018:** Informs Society of Marketing Science, Doctoral Consortium

**2017:** Informs Society of Marketing Science, Doctoral Consortium

**2016:** Informs Society of Marketing Science, Doctoral Consortium

**2015:** Informs Society of Marketing Science, Doctoral Consortium

**2014:** Olin School of Business, "Competitive Strategies for Bricks and Mortar Stores to Counter Showrooming."

**2013:** Informs Society of Marketing Science, Doctoral Consortium

**2012:** Informs Society of Marketing Science, Doctoral Consortium

**2011:** Informs Society of Marketing Science, Doctoral Consortium

**2010:** Informs Society of Marketing Science, Doctoral Consortium

**2009:** Informs Society of Marketing Science, Doctoral Consortium

**2009:** Keynote speaker: Professional Pricing Society

**2009:** AMA Doctoral Consortium

**2009:** Keynote speaker: Conference on Game Theory, Montreal

**2008:**

Stanford University, "A Theory of Combative Advertising."

University of Texas at Dallas

Kellogg Graduate School of Management, Northwestern University, "Competitive Consequences of using a Category Captain".

School of Management, UT Dallas, "A Theory of Combative Advertising."

Indian School of Business, Hyderabad, India, "A Theory of Combative Advertising."

Presentations at ISMS Doctoral Consortium, AMA Doctoral Consortium  
Wharton Alumni Association, Minneapolis  
South Asian Pharmaceutical Association, New Jersey  
Indian School of Business Alumni Association FT Celebrations NY.

## **2007**

University of California, Berkeley  
University of Kansas  
Informs Society of Marketing Science, Doctoral Consortium  
AMA Doctoral Consortium ASU

## **2006**

Harvard Business School  
Informs Society of Marketing Science, Doctoral Consortium

## **F. Editorial Service**

Departmental Editor, *Management Science* 2001-2009.  
Advisory Board: *Journal of Marketing Research*, 2018-2020  
Advisory Board: *Marketing Science*, SSRN – Marketing  
Editorial Board, *Marketing Science*, *Review of Marketing Science*.  
Editorial Board, *Journal of Modelling in Management*  
Associate Editor, *Management Science*, Marketing Area, ad-hoc  
Editorial Board, *QUANTITATIVE MARKETING eJOURNAL*

### **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*

### **Other Reviewing**

AMA Educator's Conference  
AMA Dissertation Awards  
Marketing Science Dissertation Competition and other proposals  
MSOM

## **G. PROFESSIONAL ACTIVITIES: Academic**

### **Professional Societies**

Past President, INFORMS Society for Marketing Science (Chaired a Committee to institute two new major awards/recognitions The Long Term Award and ISMS Fellows)

President, INFORMS Society for Marketing Science

President Elect, INFORMS Society for Marketing Science

Secretary Treasurer: INFORMS College on Marketing 1999-2001

### **Administrative Service and Professional Leadership**

#### **AT WHARTON:**

Member University of Pennsylvania Faculty Senate 2022-2024

Chair Rookie Recruiting Committee 2023-2024

Vice Dean, Wharton Executive Education 2015-2022

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-  
Member Dean Search Committee 2015, 2020.

## **H. Professional Affiliations and Memberships**

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

## **IV. 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.

## **VI. INDUSTRY EMPLOYMENT**

TATA Administrative Service, Bombay, India, 1982-84  
Philips India Ltd (subsidiary of NV Philips Netherlands)

## **VII: INDUSTRY AFFILIATIONS AND CONSULTING**

**Independent Director:** Hero Motocorp

**Advisor:** ASTARC Ventures

**Past Consulting/Advisory Assignments** (partial list): Johnson and Johnson, Warner Brothers, Pfizer, Medtronic, Abbot, US Navy, Genscript, several Wharton student initiated start-ups.