

## SHANTANU DUTTA

### Office Address

University of Southern California,  
Marshall School of Business  
701 Exposition Blvd, HOH 602  
Los Angeles CA 90089-0443  
Phone: (213)740-5038; Fax: (213)740-7828  
Email: sdutta@marshall.usc.edu

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### Academic Experience

July 2006-Current	Professor Dave & Jeanne Tappan Chair in Marketing Marshall School of Business University of Southern California
May 2015-Current	Academic Director USC and Shanghai Jia Tong University-Shanghai (SJTU):US-China Institute of Cultural and Creative Industry.
July 2013-June 2014	Visiting Professor at Singapore Management University
April, 2009-May 2012	Vice Dean for Graduate Programs Marshall School of Business
April, 2009-July 2010	Vice Dean for Graduate Programs and Research Marshall School of Business
July, 2007-April 2009	Vice Dean for Research Strategy And Advancement Marshall School of Business
February 2003- June 2006	Professor David & Jeanne Tappan Fellow in Business to Business Marketing Marshall School of Business University of Southern California
January-December 2003	Visiting Professor at London Business School
Jan 2000-Jan 2003	Associate Professor Tappan Fellow in Business-to-Business Marketing Marshall School of Business University of Southern California
July 1996-Dec 1999	Associate Professor Marshall School of Business

University of Southern California

July 1990- June 1996

Assistant Professor of Marketing  
Graduate School of Business  
University of Chicago

**Education**

1985-1990

Doctor of Philosophy  
University of Minnesota  
Major Field: Marketing  
Supporting Field: Economics

**Refereed Journal Articles**

"Cross-Media Usage and Explorative Digital Music Consumption: An Optimum Stimulation Level Perspective and Evidence from China" (Sunghan Ryu, Shantanu Dutta, Baizhu Chen), *New Media and Society*; June 2022

"The Shareholder Wealth Implications of Software Firms' Transition to Cloud Computing: A Marketing Perspective" (Mehdi Nezami, Kapil Tuli and Shantanu Dutta), Forthcoming: *Journal of The Academy of Marketing Science (JAMS)*

"Modeling Mean-Deviation-and-Heuristic-Based Expectation: An Application to Consumer Level Progression in Online Gaming," (Zhao Yi, Sha Yang, Shantanu Dutta and Matt Shum), Forthcoming: *Management Science*

"Improved Retention Analysis in Freemium Role-Playing Games by Jointly Modeling Players' Motivation, Progressions and Churns" (Bikram Karmakar; Peng Liu; Gourab Mukherjee; Hai Che and Shantanu Dutta), Forthcoming: *Journal of Royal Statistics Society, Series A, 2022, 185:102–133.*

"Platform Service Offering to Business Customers: Strategic Considerations in Engendering Seller Use of Marketing Tools on E-Commerce Platforms (Yang, Botao, Sha Yang and Shantanu Dutta), Forthcoming: *Marketing Science. Volume 41, Issue 2, March-April 2022; Pages 211-232.*

"Impact of lifestyle diseases on income and household consumption: Evidence from an emerging economy" (Saravana Jaikumar, Shantanu Dutta and Neeraj Sood), *Health Marketing Quarterly, Vol 38, 2021-Issue 1, pages:35-49.*

"How Can AI Help Companies to Set Prices More Ethically" (Mark Bergen, Shantanu Dutta, James Guszczka, and Mark Zbaracki), *Harvard Business Review*, March 26, 2021

"Marketplace literacy education and coping behaviors among subsistence consumer-entrepreneurs during demonetization in India." (Viswanathan, M, Jaikumar, S, Sreekumar, A, Dutta, S) *Journal of Consumer Affairs* 2020; 1– 24. <https://doi.org/10.1111/joca.12300>

"A Large-Scale Constrained Joint Modeling Approach For Predicting User Activity, Engagement And Churn With Application To Freemium Mobile Games (Trambak Banerjee, Gourab Mukherjee, Shantanu

Dutta and Pulak Ghosh); *Journal of American Statistical Association*(JASA), 2020, Vol 115, No. 530, 538-554.

“How Direct-to-Consumer Advertising For Prescription Drugs Affects Consumers’ Welfare: A Natural Experiment To Test The Impact of FDA Legislation” (Prokriti Mukherji, Ramkumar Janakiraman, Shantanu Dutta and Surendra Rajiv), *Journal of Advertising Research*, 57(1), 94-108, 2017.

“Constraints in Acquiring and Utilizing Directors’ Experience: An Empirical Study of New Market Entry in the Pharmaceutical Industry” (Luis Diestre, Nandini Rajagopalan, Shantanu Dutta), *Strategic Management Journal*, 36, 339-359, 2015.

“Benefiting From Alliance Portfolio Diversity – The Role of Past Internal Knowledge Creation Strategy” (Stephen Wuyts and Shantanu Dutta), *Journal of Management*, 40, 1627-1652. 2014.

“Role of Reference Price on Price and Quantity: Insights from B2B Markets” (Hernan A. Bruno, Hai Che, Shantanu Dutta) *Journal of Marketing Research*, Vol 49, No. 5, Oct 2012

“The Impact of Automation of Systems on Medical Errors: Evidence from Field Research” (Ravi Aron, Shantanu Dutta, Ramkumar Janakiraman, Praveen Pathak), *Information Systems Research*, 2011, 22(3), 429-446; This paper was one of the five finalists for Industry Study Association-INFORMS best paper award in 2011 selected from 800 published articles in INFORMS Journals

Channel Design, Coordination and Performance: Future Research Directions (Alberto Sa Vinhas, Sharmila C. Chatterjee, Shantanu Dutta, Adam Fein, Joseph Lajos, Scott Neslin, William Ross, Lisa Scheer and Qiong Wang), *Marketing Letter*, Vol 21, No. 3, (September) 2010.

“Does Spillover Occur Across Competing Brands?: A Disaggregate Model of How and When”, (Janakiraman, Ramkumar, Catarina Sismeiro and Shantanu Dutta) *Journal of Marketing Research*, Vol 46, 2009(August), 467-481.

“Holiday Price Rigidity and Cost of Price Adjustment” (Daniel Levy, Georg Muller, Shantanu Dutta and Mark Bergen) *Economica*, May 2008.

"Can Branded Drugs Benefit from Generic Entry? - The Role of Detailing and Price in Switching to Non-Bioequivalent Molecules" (Jorge Gonzalez, Catarina Sismeiro, Shantanu Dutta, and Phillip Stern), *International Journal of Research in Marketing*, 2008, Vol 25, No 4, 247-260.

“Licensing in Technology Markets—Insights from the Biopharmaceutical Industry” (Stefan Wuyts and Shantanu Dutta), *International Journal of Research in Marketing*, 2008, Vol 25, No 4, 273-281.

“An Empirical Model of Persistence Among Physicians: Implications for Marketing Communication” (Ramkumar Janakiraman, Shantanu Dutta, Catarina Sismeiro and Phillip Stern) *Management Science*, 2008, 54, 1080-1093.

“Holiday Non Price Rigidity and Cost of Adjustment” (Georg Muller, Mark Bergen, Shantanu Dutta and Daniel Levy), *Managerial and Decision Economics*, September 2008.

“Absorptive Capacity of Firms in High Technology Markets: The Competitive Advantage of The Haves”(Om Narasimhan, Surendra Rajiv and Shantanu Dutta) *Marketing Science*, 2006, Vol. 25, No. 5.; 510-524

“Customizing Complex Products: When Should The Vendor Take Control” (Mrinal Ghosh, Shantanu Dutta, Stefan Stremersch), *Journal of Marketing Research*, 2006, Vol. 43 (November), 664-679.

“(How) Does Enforcement Deter Gray Market Incidence?” (Kersi Antia, Mark Bergen, Shantanu Dutta and Robert Fischer), *Journal of Marketing*; 2006, Vol. 7. No. 1, 92-106.

“Private Label Price Rigidity during Holiday Periods: The Role of Social Consumption” (Georg Muller, Mark Bergen, Shantanu Dutta and Daniel Levy), *Applied Economics Letters*; 2006, Vol. 13, 57-62.

"Empirical Tests of Optimal Cognitive Distance" (Stefan Wuyts, Massimo G. Colombo, Shantanu Dutta, Bart Nooteboom), *Journal of Economic Behavior and Organization*, 2005, Vol. 58, Issue 2, 277-302.

“Conceptualizing And Measuring Capabilities: Methodology And Empirical Application” (Shantanu Dutta, Om Narasimhan and Surendra Rajiv) *Strategic Management Journal*, 2005, Vol. 26:277-285

“Competing With Gray Markets” (Kersi Antia, Mark Bergen and Shantanu Dutta) Fall 2004, *Sloan Management Review*, p.63-69.

“The Role of Agreement Portfolios in Technology-Intensive Markets-Knowing The Right Mix for Innovation and Profitability” (Stefan Wuyts, Shantanu Dutta and Stefan Stremersch), *Journal of Marketing*, 68(2); April 2004:88-100.

"Managerial and Customer Costs of Price Adjustment: Direct Evidence from Industrial Markets" (Mark Zbaracki, Mark Ritson, Daniel Levy, Shantanu Dutta and Mark Bergen) *The Review of Economics and Statistics*; May 2004, 86(2):514-533

“Shattering The Myth of Costless Pricing” (Mark Bergen, Shantanu Dutta, Mark Ritson, Daniel Levy, and Mark Zbaracki): *European Management Journal*, December 2003

“Pricing Process As a Capability: A Resource Based Perspective” (Shantanu Dutta, Mark Bergen and Mark Zbaracki) *Strategic Management Journal*; 24, 2003, 615-630.

“Asymmetric Store Positioning and Promotional Advertising Strategies: Theory And Evidence” (Surendra Rajiv, Shantanu Dutta and Sanjay Dhar) *Marketing Science*; Vol21, Number 1, 2002, 55-73.

“Pricing As A Strategic Capability” (Shantanu Dutta, Mark Bergen, Daniel Levy, Mark Ritson and Mark Zbaracki) *Sloan Management Review*; Spring 2002, Vol.43, No. 3. 61-66.

“Heterogeneity In Price Rigidity: Evidence From a Case Study Using Micro-level Data,” (Mark Bergen, Shantanu Dutta, and Daniel Levy) *Journal of Money Credit and Banking*, Vol.34, No.1, February 2002, 197-220.

“Price Flexibility In Channels of Distribution: Evidence from Scanner Data,” (Shantanu Dutta, Mark Bergen and Daniel Levy), *Journal of Economic Dynamics and Control*, Vol.26, No.11, September 2002, 1845-1900.

“Success In High Technology Markets: Is Marketing Capability Critical?”(Shantanu Dutta, Om Narasimhan and Surendra Rajiv), *Marketing Science*, Vol 18, No.4, 1999, pp.547-568; Finalist for John D.

Little Award for best paper in Marketing Science in 1999.

“Marketing in Technology-Intensive Markets: Toward A Conceptual Framework” (George John, Allen Weiss and Shantanu Dutta), *Journal of Marketing*, Volume 63, Special Issue 1999, 78-91.

“Vertical Territorial Restrictions and Public Policy: Theories and Industrial Evidence (Shantanu Dutta, Jan Heide and Mark Bergen), *Journal of Marketing*, Vol 63, Number 4, 1999, 121-134.

“Menu Costs, Posted Prices, and Multiproduct Retailers” (Shantanu Dutta, Mark Bergen, Daniel Levy and Robert Venable), *Journal of Money Credit And Banking*, Vol. 31, Number 4, November 1999, 683-703 (Lead Article).

“Exclusive Dealing and Business Efficiency: Evidence From Industry Practice” (Jan Heide, Shantanu Dutta and Mark Bergen), *Journal of Law and Economics*, Vol XLI, October 1998, 387-408.

“Price Adjustment At Multiproduct Retailers” (Daniel Levy, Shantanu Dutta, Mark Bergen and Robert Venable), *Managerial and Decision Economics*, 19, 1998, 81-120.

“Managing Gray Markets Through Tolerance of Violations: A Transaction Cost Perspective,” (Mark Bergen, Jan B. Heide and Shantanu Dutta) *Managerial and Decision Economics*, 19, 1998, 157-165.

“The Magnitude of Menu Costs: Direct Evidence From Large U.S. Supermarket Chains” (Daniel Levy, Mark Bergen, Shantanu Dutta and Robert Venable), *Quarterly Journal of Economics*, August (1997), 791-825.

“The Relationship Between A Firm's Level of Technological Innovativeness And Its Pattern of Partnership Agreements” (Shantanu Dutta and Allen Weiss), *Management Science*, 43(3), 1997, 343-356.

"Branded Variants: A Retail Perspective" (Mark Bergen, Shantanu Dutta and Steve Shugan), *Journal of Marketing Research*, 33 (February), 1996, 9-19. Finalist for the Paul Green award for the best paper in JMR for 1996. This paper was also the finalist for Long Term Impact O'Dell Award, 2000.

"Does a Single Response Category in a Scale Completely Capture a Response?" (Madhubalan Viswanathan, Mark Bergen, Shantanu Dutta and Terry Childers), *Psychology and Marketing*, 13(5), 1996, 457-479.

"Combining Lab Experiments And Industry Data In Transaction Cost Analysis: The Case Of Competition As A Safeguard" (Shantanu Dutta and George John), *The Journal of Law Economics and Organization*, 11(1), 1995, 87-111.

"Understanding Dual Distribution: The Case of Reps and House Accounts” (Shantanu Dutta, Mark Bergen, Jan Heide and George John), *The Journal of Law Economics and Organization*, 11(1), 1995, 189-204.

"Variations in the Contractual Terms of Cooperative Advertising Contracts: An Empirical Investigation" (Shantanu Dutta, Mark Bergen, George John and Akshay Rao), *Marketing Letters*, 6(1), 1995, 15-22.

"Governance of Exclusive Territories When Dealers Can Bootleg" (Shantanu Dutta, Mark Bergen and George John), *Marketing Science*, 13(1), 1994, 83-99.

"Agency Relationships in Marketing: A Review of the Implications and Applications of Agency and Related Theories" (Mark Bergen, Shantanu Dutta & Orville C. Walker, Jr.), *Journal of Marketing* 22 , July, 1992, vol. 56, 1 - 24. Lead Article.

"Incarceration and Fines: An Empirical Study of Antitrust Sanctions," (J.C. Gallo, J. L. Craycraft and Shantanu Dutta) *Review of Industrial Organization*, 1987, 3(2), 38-66.

### **Refereed Business Article**

"The Personalized and the Personal: Socially Responsible Innovation Through Big Data" (James C. Guszczka, David Schweidel, Shantanu Dutta), Lead Article: Deloitte Review January 2014.

### **Book Chapters**

"Agency Theory and B2B Marketing: Review and Future Directions": Forthcoming Hand Book of Business to Business Marketing Edited Stefan Wuyts and Gary Lilien, 2021 Edited by Gary Lilien (Iman Sadeghi, Ranjan Banerjee, Sourav Ray, Mark Bergen, Shantanu Dutta)

"Applications of Agency Theory in Business-to-Business Marketing: Review and Future Directions" Hand Book of Business to Business Marketing (Ranjan Banerjee, Mark Bergen, Shantanu Dutta, Sourav Ray), 2013 Edited by Gary Lilien

"Marketing in a World with Costs of Price Adjustment" (Shantanu Dutta, Mark Bergen, Sourav Ray), *Annual Review of Marketing Research*, 2009. Edited by: Naresh Malhotra

"Deterministic and Stochastic Approaches for Assessing Technical Efficiency" (Shantanu Dutta, Wagner Kamakura and Brian Ratchford), Chapter 3 in: "Assessing Marketing Strategy Performance;" Edited by Christine Moorman and Donald Lehmann; Marketing Science Institute Research Cambridge, MA 02138

"What Can the Price Gap Between Branded and Generic Products Tell Us About Markups?" (Robert Barsky, Mark Bergen, Shantanu Dutta and Daniel Levy) Discussant Julio Rotemberg. Invited and then revised based on Comments by discussant and other NBER participants. Chapter for the National Bureau of Economics Research book, *Scanner Data and Price Indexes (2001)*; Edited by Robert Feenstra and Matthew Shapiro.

### **Refereed Conference Proceedings**

"Categorization: A Fuzzy Set Conceptualization" (Shantanu Dutta, Mark Bergen, Madhubalan Viswanathan and Terry Childers). Proceedings of the 1993 AMA Winter Marketing Educators' Conference.

### **Working Papers**

"Platform Screening Strategies And The Role of Niche Sellers on Service Provision" (Zibin Xu, Yi Zhu and Shantanu Dutta).

"Prediction of Player Responses in Massively Multiplayer Online Games: Role of Guild and Friends" (Trambak Banerjee; Peng Liu; Gourab Mukherjee; Shantanu Dutta and Hai Che)

“Low-Income Entrepreneurship And Household Economic Well-Being In Emerging Markets: Evidence from Panel Data in India” (Jaikumar, Saravana; Dutta, Shantanu; Sreekumar, Arun; Viswanathan, Madhu).

“Bottom-Up Approach to Marketing Education: Effects On Abstract Thinking And Customer Decision Making” (Viswanathan Madhu; Sreekumar Arun, Jaikumar Saravana, Dutta Shantanu).

“Change in Patent Regime and The Market Impact on the Entry of Original and Generic Brands: Evidence from the Indian Pharmaceutical Industry 1995-2009” (Anand Nandakumar, Shantanu Dutta and Nimay Srinivasan).

“Valuation Effect of Target Firms’ Customer Satisfaction in the Pre-Deal Phase of M&As” (Mehdi Nezami, Dinesh Puranam, Shantanu Dutta)

"Cross-Media Usage and Explorative User Behavior in Digital Music Consumption: Optimum Stimulation Level Perspective" (Sunghan Ryu, Shantanu Dutta, Baizhu Chen)

### **Research Work In Progress**

“How to Avoid Social Infractions, Insincerities and Abuses in Pricing: The Social Structure of Market Exchange” (Mark Bergen, Shantanu Dutta, and Mark Zbaracki).

“An Empirical Investigation of Sticky Prices and Delayed Pass-through in B2B Transactions” (Hernan Bruno and Shantanu Dutta)

“Who are the “Right” Customers from the “Right” Sectors at the “Right” Time? An Assessment of Customers’ Purchasing Behavior Sensitivity over the Business Cycle in B2B Markets” (Christian Pescher, Hernan Bruno and Shantanu Dutta)

“The Role of Digital Platforms in Creasing Access to Affordable Medication” (Dinesh Puranam, Gourab Mukherjee, Rashimi Ranjan Bhuyan, Shantanu Dutta)

“Product-Form Choice: Selling Systems versus Components in Industrial Markets” (Mrinal Ghosh, Shantanu Dutta, Kellilynn Frias)

### **Cases And Price Simulation Game Writing:**

Simulation Game: Paradise Lonavala Resort: Service Pricing in a Competitive Setting (Ranjan Banerji, and Shantanu Dutta)

Tata Marketing Strategy: Introduction of Mia by Tanishq (Rajendra Srivastava, Shantanu Dutta, Havovi Joshi)

Pricing Analytics Case: Improving Returns from Search Engine Marketing Using Google AdWords (Shantanu Dutta, Arif Ansari and Shijie Lu,); Developed An Online Version of the Case with Professor Ansari; The case is used in Pricing Class, Online MBA Analytics Module; Also used in IBEAR as part of Integrative Case Assignment

Pricing Analytics Case: Samsung Tablet: Analyzing Amazon Data of Customer Behavior To Improve Pricing and Product Marketing Strategy (Shantanu Dutta, Arif Ansari and Rini Mukherjee,)

Bahamas Family Vacation Written Case with Instructional Material (Ansari, A., Dutta, S., Mahmoodi-Hashemi, G., Henderson, R. 2021). *Improving Returns for AdWords – Family Fun Atlantis Google AdWords Project.*

### **Teaching Experience**

1. Core marketing management and marketing strategy to M.B.A. students at the University of Chicago
2. Core marketing management to M.B.A. students at the Marshall School of Business, University of Southern California.
3. Pricing Elective to MBA students and Executives at USC
4. Business to Business Marketing
5. Business Models in E-Commerce- to all first year MBA students.
6. Creating And Capturing Value Through Technology: Personalization and Dynamic Pricing- to all first year MBA students.
7. PM: Globe: MBA Experiential Class understanding businesses in India
8. Marketing Models PhD. seminar at USC.
9. Classes tailored for executives at USC and London Business School, Minnesota and other places on topics such as: Marketing Strategy; Managing Global Gray Markets; Strategic Partnering; Strategic Channel Management; Pricing; Marketing and Internet.
10. Core Marketing and Marketing to Business Class to MBA students at London Business School. Marketing Models seminar to PhD students at London Business School.
11. PhD class at Singapore Management University

### **Executive Teaching And Consulting**

1. The Distribution Economics Institute of Japan - Topic: Strategic Partnering
2. AMOCO - Topic: Developing Marketing Plans for New Technology
3. Motorola - Topic: Managing International Gray Markets
4. Abbott Laboratory- Topic: Strategic Partnering, Marketing Strategy.
5. Golden Rule Insurance-Topic: Market Positioning
6. Executive Development Program at USC-Topics: Marketing Strategy; E-Business:Marketing Opportunities and Pricing.
7. Executive Program at University of Minnesota –Topics: Strategic Channel Management and New Technologies and Design of Distribution Channels.
8. Applied Bio Systems-Topics: Pricing New Technologies; Designing Distribution Channels
- 9.3M: Managing Distribution Channels
10. GMAC: Managing Partnerships for Innovation
12. Nokia and Vodafone—Marketing to Business Customers
13. Marks and Spencer
14. Advertising Institute of UK-Pricing
15. Strategic Pricing and Branding: KAIST Korea

### **Expert witness:**

Cases pertaining to pricing and distribution issues and their impact on business competitiveness.

### **Awards, Honors and Professional Service**



Deans Award for Mentoring and Leadership, May 2021: Marshall School of Business, USC

Deans Award for Outstanding Service, May 2016: Marshall School of Business, USC

Invited as Faculty Fellow to the Institute for the Study of Business Markets (ISBM) Doctoral Consortium August 2-4, 2016; Emory University, Atlanta

Life Lifetime Achievement Award August 2015: American Marketing Association Inter-Organizational Special Interest Group

Faculty Participant at the AMA Doctoral Consortium London Business School, June 2015

Invited to present at the Marketing Science Institute Conference on B2B Marketing: "Challenges and Opportunities in B2B Markets." Emory Atlanta October 15-16 (2014)

"The Impact of Automation of Systems on Medical Errors: Evidence from Field Research" (Ravi Aron, Shantanu Dutta, Ramkumar Janakiraman, Praveen Pathak), *Information Systems Research*, 2011, 22(3), 429-446: This paper was one of the five finalists for Industry Study Association-INFORMS best paper award in 2011 selected from 800 published articles in INFORMS Journals

Dean's Award for Research Excellence at Marshall School of Business 2006.

Invited to present at the Marketing Science Institute and American Marketing Association special session on "Cool Tools for Marketing Strategy" Chicago; August 15 (2003)

Invited to present at the Marketing Science Institute and American Marketing Association special session on "Hot Thoughts on Innovation: Insights at the Intersection of Marketing and Technology." Boston; August 6 (2004)

Marketing Science Institute Research Grant on Proposal: "Disentangling the Dimensions of Radical Innovation – What Drives Technological Advance and What Drives Superior Customer Need Fulfillment?" (Shantanu Dutta and Stefan Wuyts) (Grant awarded November 2003)

Faculty Participant At the 2003 American Marketing Association Doctoral Consortium, Held At University of Minnesota, Carlson School of Management

Faculty Participant At the 2002 American Marketing Association Doctoral Consortium, Held At Emory University, Goizueta School of Business

"Branded Variants: A Retail Perspective" (Mark Bergen, Shantanu Dutta and Steve Shugan) February 1996, *Journal of Marketing Research*. Selected as one of the four finalists for the best paper in JMR for 1996. This paper is also the finalist for Long Term Impact O'Dell Award, 2001.

Invited at The National Bureau of Economic Summer Workshop (July 30-31, 2001, Cambridge, Mass) "Holiday Price Rigidity and Cost of Price Adjustment" (with Mark Bergen, Daniel Levy and Georg Muller)

Invited at The National Bureau of Economic Workshop on Income and wealth, Scanner Data and Price Indexes (September 15-16, 2000, Washington D.C.) "What Can the Price Gap Between Branded and Generic Products Tell Us About Markups?" (with Robert Barsky, Mark Bergen and Daniel Levy)

Invited at The National Bureau of Economic Workshop on Price Rigidity (April 20-21, 2000, Cambridge; Mass) "Managerial and Customer Costs of Price Adjustment: Direct Evidence from Industrial Markets" (with Mark Zbaracki, Mark Ritson, Mark Bergen and Daniel Levy)

Faculty Participant At the June 2000 American Marketing Association Doctoral Consortium, Held At Ivey Business School, University of Western Ontario

Institute for the Study of Business Markets Award (1999), for Research Proposal: "Absorptive Capacity of Firms in High Technology Markets: The Competitive Advantage of The Haves"

Co-Chair for the 1999 American Marketing Association Doctoral Consortium, at University of Southern California

Have been invited to present at the Marketing Science Institute Board of Trustees meeting November 4-5 (1999), "Conceptualizing and Monitoring Firms Capabilities: Findings From High-Technology Markets."

"Success In High Technology Markets: Is Marketing Capability Critical?"(with Om Narasimhan and Surendra Rajiv), *Marketing Science* ,Vol 18, No.4, 1999, pp.547-568; Has been selected as one of the finalists for the John D. Little Award for the best paper in Marketing Science in 1999.

Marketing Science Institute, Award (1998), for Research Proposal: "Success In High Technology Markets: Is Marketing Capability Critical?"

Faculty Participant At the 1998 American Marketing Association Doctoral Consortium, Held At University of Georgia, Athens

Invited after review at The National Bureau of Economic Workshop on Monetary Economics (April 17-18, 1997, Cambridge Mass) "Heterogeneity In Price Rigidity: Direct Evidence From Store Level Data," (with Mark Bergen and Daniel Levy)

Invited after review to present at The National Bureau of Economic Research workshop on Economics of Fluctuations (July 12-13, 1996, Cambridge Mass). "The Magnitude of Menu Costs: Direct Evidence From Large U.S. Supermarket Chains" (Daniel Levy, Mark Bergen, Shantanu Dutta and Robert Venable).

Dissertation paper was one of the four finalists in the annual dissertation competition, conducted by the American Marketing Association in 1991.

**Professional Service Administrative:**

Editor ISMS Newsletter –1999-2001

Member ISMS Advisory Board

Member INFORMS Subdivision Council

Secretary: Inform Society for Marketing Science (2006-08)

**Professional Service Inter-Organizational Special Interest Group(AMA):**

Member IOSIG Committee for Life Time Award (AMA) 2016

Chair IOSIG Committee for Life Time Award (AMA) 2017-Current

**Professional Service Reviewing:**

Member of Editorial Board:

Marketing Science— June 2005—December 2015  
Journal of Marketing Research- September 2002---July 2018  
Marketing Letters- January 2001--Current  
Review of Marketing Science- Since January 2001

Ad hoc reviewer:

American Economic Review, Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, Journal of Business, Journal of Economics and Management Strategy, Journal of Law Economics and Organization, Operations Research, and Strategic Management Journal. In addition I have also been a reviewer for AMA Doctoral Dissertation; Summer Educators' Conference and Conference on Relationship Marketing.

Member of the review panel for Frank Bass Dissertation award.

Member of the review panel for John D. Little Award (best paper published in Marketing Science).

Member of the Review Panel for Converse Award 2003

**Overview of Administrative Experience**

In my administrative capacity, I have overseen development of programs that have enhanced interdisciplinary and global linkages. I am currently academic director of an Interdisciplinary Institute between USC and SJTU (Shanghai).

**Vice Dean Responsibility at Marshall School of Business (July, 2007-May 2012)**

Vice Dean For Graduate Programs (April 2009-May 2012)

- ◆ Overseeing all the five MBA Programs: Full Time MBA, MBA-Part Time; EMBA in Los Angeles and San Diego; Global EMBA-Shanghai; One Year International MBA (IBEAR)
  - ◆ Overseeing all aspects of the programs including admissions and career services. I worked with a team of five Assistant Deans and Five Academic Directors
  - ◆ Introduced new curriculum in the Full Time MBA Program and in the one year International MBA Program (IBEAR). The new curriculum enhanced flexibility to allow greater customization and inter-disciplinary linkages. The new curriculum also introduced required integrated experiential classes on Global Issues in Business
  - ◆ Improved student placement in the consulting sector
- ◆ Overseeing Marshall PhD program
  - ◆ Academic Director PhD Program responsible for the day to day operations.
- ◆ Assessing Faculty Annual Performance Review
  - ◆ Collaborate with Vice Dean Faculty Affairs and Department Chairs on assessing faculty performance

- ◆ Marshall's Link to the office of Vice Provost for Global Initiatives.
- ◆ Marshall Alum outreach to Asia Pacific

Vice Dean Research Strategy and Advancement (July, 2007-March 2009)

- ◆ Overseeing Marshall PhD program
  - ◆ Responsible for Admission, Stipend, research support and monitoring of progress
- ◆ Coordinating Marshall Research Centers
  - ◆ Responsible for oversight of center budget and review of their performance
- ◆ Coordinating Faculty awards and Summer research funding
  - ◆ Chair faculty committee to make recommendations
- ◆ Responsible for faculty research data base acquisition
- ◆ Assessing Faculty Annual Performance Review
  - ◆ Collaborate with Vice Dean Faculty Affairs and Department Chairs on assessing faculty research performance
  
- ◆ Communicating Marshall Research Expertise to Internal and External Stakeholders
- ◆ Helping Marshall's Global Endeavors: Representing Marshall at APRU Dean's conference; Shanghai Entrepreneurship Summit; Representing Marshall at KAIST Korea to discuss MOU on Masters of Science in Business Administration Program; Deans Conference at India School of Business Hyderabad India.

**Service: Marshall School of Business**

PhD Program Coordinator Marketing: January 2004-December 2006.

Chair of Graduate Instructions Committee Marshall School of Business 2006-07.

Member Promotion and Tenure Committee Marshall School of Business 2012-2013

Member Task Force on Transformative Hiring: Marshall School of Business 2012-2013.

Chair Search Committee for Department Chair in Marketing (Dec 2015-Feb 2016)

Chair Promotion and Tenure Committee Marshall School of Business 2014-2017

Academic Co-Director (2015-Current): Interdisciplinary Institute between USC and Shanghai Jia Tong University-Shanghai (SJTU): "US-China Institute of Cultural and Creative Industry (ICCI)" Includes A Double Degree Agreement was signed in December 15, 2014 between USC-Marshall School of Business and Shanghai Jia Tong University-Shanghai (SJTU): USC-Marshall offers a Masters in Management Degree to students admitted by USC-Marshall. SJTU will offer a Masters Degree in Communications Management to the admitted students.

Chair of Committee to Evaluate Global Supply Chain Program (Jan-August 2018).

Chair Interdisciplinary Faculty recruiting for Greif Center (Fall 2017-June 2019).

Member of Faculty Committee to Develop Proposal for Online Graduate Certification in Business

Fundamentals (August 2018-current).

Chair of Marketing Faculty Recruiting Search Committee (May-Dec 2018).

Chair for Evaluating Masters in Business Analytics Program (November 2018-November 2019).

Member of Marketing Faculty Recruiting Search Committee (Fall2020-Spring 2021).

Member and coordinator on Department teaching initiative (2019-2021): Meetings with colleagues, students and alums to get feedback on our curriculum

Member Department UCAR Committee (November 2021-current)

Member Named Chair Committee (2021-current)

Chair Department search committee (2019)

Member Department search committee (2021-current)

Member Marshall Task force on Executive Education (September 2020-August 2021)

Helping Deputy Dean Gareth James to flesh out the AI initiative at Marshall, including collaboration with Viterbi. Made presentation to Board of Counselors on Marshall AI initiative (Jan 2021-current).

Faculty Committee advising Dean Garrett on India initiative (March 2021-current).

*Dissertation related service:*

*Member Dissertation committee:* Kersi Antia-Ivey School of Business University of Western Ontario

*Chair Dissertation committee:* Om Narasimhan: University of Minnesota, Currently at London School of Economics

*Chair Dissertation committee:* Prokriti Mukherji – University of Minnesota, Currently University College London

*Chair Dissertation committee:* Shaoming Qu–Assistant Professor Concordia University, currently AMEX

*Member Dissertation Committee:* Stefan Wuyts- Tilburg and Currently Koch University, Turkey

*Member Dissertation Committee:* Jorge Gonzalez –IESE Barcelona

*Member Dissertation Committee:* Hernan Bruno-INSEAD France

*Member Dissertation committee:* Srabana Dasgupta—UBC Vancouver, currently Simon Fraser.

*Chair Dissertation Committee:* Ramkumar Janakiraman— Texas A & M

*Member Dissertation committee:* Seema Pai-Boston University

*Member Dissertation committee:* T. K. Kim---Rutgers University (2010)

*Member Dissertation Committee:* Tzy Jiun (Alice Lin)-Annenberg School of Communications

*Member Dissertation Committee:* Rishika Rishika-Texas A&M

*Member Dissertation Committee:* T. Seshadri—University of Houston

*Member Dissertation Committee:* Yi Zhu-University of Minnesota

*Member Dissertation Committee:* Lin Liu-University of Central Florida

*Member Dissertation Committee:* Zibin Xu-Shanghai Jiao Tong University

*Member Dissertation Committee:* Trambak Banerjee-University of Kansas (2019).

### Other Service

Member of the Task Force to reorganize the MBA-PM program at U.S.C.(1997-98)  
Member of the Task Force to reorganize the MBA-Core program at U.S.C. (1998-99)  
Co-Chair 1999 AMA Doctoral Consortium held at the Marshall School of Business, USC.  
Faculty recruitment coordinator 2000-2001  
Member of Committee (2001) to select a Director for: Center for Telecommunications Management  
Member of PEG Committee (2011) for Professor Gordon Philips FBE  
Tenure PEG committee member 1999: Prof. Nicholas Argyris  
Tenure PEG committee Chair 2000: Professor Siddarth  
Tenure PEG committee member 2001: Prof. John Zhang  
Tenure PEG Committee Chair 2010: Professor Anthony Dukes  
Tenure PEG Committee Chair 2010: Professor Sha Yang  
Member research committee Marshall School-USC 2001-2002  
Promotion PEG Committee member 2017: Professor Anthony Dukes  
Promotion PEG Committee member 2018: Professor Yingying Fan  
Promotion PEG Committee member 2021: Professor Wen Sun

### **Service: University of Southern California**

Member of Dean's search Committee chaired by the Provost (2006-07).

Member of the Provost's Committee on Innovation Diploma (2008-2011)

Member of the Provost's Committee on Academic Policies and Procedures (2010-2013)

Currently Academic Director of the Interdisciplinary Institute between USC and Shanghai Jia Tong University-Shanghai (SJTU): "USC-SJTU Institute of Cultural and Creative Industry" From the USC side USC-Marshall is the lead partner and Annenberg is the other school from USC. This institute includes a double degree Masters program between USC-Marshall and SJTU. It also includes research collaboration between USC and SJTU, that is coordinated by Annenberg.

Member of Provost's Strategic Planning Committee for USC (September 2015- June 2018).

Special USC Liaison to the Association of Pacific Rim Universities (APRU) reporting to President Nikias USC. Member of APRU Steering Committee and worked with the Provost's Office to enhance USC Global Links (July 15, 2014-Feb 2019):

Attended APRU President's meeting representing USC president: Jun 25-27, 2017 UNSW, Sydney Australia

Attended APRU President's meeting representing USC: Jun 23-25, 2018 National Taiwan University, Taipei, Taiwan;

Appointed to the International Policy Advisory Committee (IPAC) for APRU. (July 2015-July 2018) This committee is responsible for preparing the APRU plan to implement the vision set by APRU University Presidents.

Coordinated with APRU, Dean of Social Work and Price School to Prepare Proposal and Organize Conference on Veteran's Health Meetings with Institute of Global Health USC and

Dean of Social Work to plan further research collaborations with APRU Universities. Proposal accepted. The APRU conference on Veteran's health was held at USC in May 2017.

Member University Associates Award Committee (2020-2022)

Member Faculty Tenure & Privileges Appeals Committee (2018-2021)

**Press Interviews:**

Economist  
Financial Times  
Business Week  
Poets and Quants  
CNBC

**Research Presentations (Conference & Invitations)**

1. Marketing Science Conference, at University of Illinois, Urbana-Champaign. (March 22-25, 1990) Papers Presented: "Governance of Exclusive Territories When Dealers Can Bootleg" (with Mark Bergen and George John) and "The Influence of Buyer Switching Costs on Second-Sourcing,"(with George John).
2. Conference on Corporate Governance and Competitive Strategy, at Carlson School of Management, University of Minnesota. (October 25-26, 1990). Paper Presented "Governance of Exclusive Territories When Dealers Can Bootleg" (with Mark Bergen and George John).
3. Management Science Conference, Philadelphia.(October 28-31,1990) Paper Presented: "Understanding Dual Distribution: The Case of Reps and House Accounts" ( with Mark E. Bergen, Jan Heide and George John).
4. Presentation to the Marketing Modelers Group, Chicago, (February 18, 1992). Papers Presented: "Understanding Dual Distribution: The Case of Reps and House Accounts" (with Mark Bergen, Jan Heide and George John).
5. Marketing Science Conference, in London, (July 12-15, 1992). Papers Presented: "Understanding Dual Distribution: The Case of Reps and House Accounts" (with Mark Bergen, Jan Heide and George John); "Branded Variants: A Retail Perspective" (with Mark Bergen and Steven M. Shugan).
6. Marketing Science Conference, in St. Louis, (March 12-14, 1993). Paper Presented: "The Choice of Exclusive Territories and Exclusive Dealerships with Both Manufacturer and Dealer Competition" (with Mark Bergen)
7. Special Scanner Data Conference, in Toronto (September 1993). Paper presented "Variations In Commodity Price Pass-Through" (with Mark Bergen and Daniel Levy).
8. Marketing Science Conference, in Tucson, (March 17-20, 1994). Papers Presented: "A Marketing Perspective On Commodity Price Pass-Through" (with Mark Bergen and Daniel Levy) and "The Relationship Between A Firm's Level of Technological Innovativeness And Its Pattern of Partnership Agreements" (with Allen Weiss)

9. Third Research Conference on Relationship Marketing, in Atlanta (June 11-13, 1994). Paper presented: "The Relationship Between A Firm's Level of Technological Innovativeness And Its Pattern of Partnership Agreements" (with Allen Weiss)
10. American Economic Association Meeting, San Francisco, Jan 1996, "The Magnitude of Menu Costs: Direct Evidence From Large U.S. Supermarket Chains" (with Daniel Levy, Mark Bergen and Robert Venable).
11. National Bureau of Economic Research workshop on Economics of Fluctuations, July 12-13,1996, Cambridge Mass. "The Magnitude of Menu Costs: Direct Evidence From Large U.S. Supermarket Chains" (with Daniel Levy, Mark Bergen and Robert Venable).
12. Marketing Science Conference, in Berkeley, (March 18-21, 1997). Papers Presented: "The Role of Research and Development Agreements On The Firm's Technological Innovativeness" (with Allen Weiss) "State Dependent Pricing and Price Rigidity: Evidence From Store Level Data," (with Mark Bergen and Daniel Levy).
13. U.C. Irvine, U.C.L.A. and U.S.C. Annual workshop (April 1997). "Inter-Tier Retail Competition and Promotional Advertising Strategies: Theory And Evidence"
14. Marketing Science Conference, in INSEAD France July 10-12, 1998 Paper Presented: "Success In High Technology Markets: Is Marketing Capability Critical?"
15. UCLA Workshop on Innovation; December 4<sup>th</sup> 1998: Title of The Talk: "Conceptualizing and Measuring Capabilities: An Application In High Technology Markets"
16. Marketing Science Conference, in Syracuse, May 20-23,1999 Paper Presented: "Absorptive Capacity of Firms in High Technology Markets: The Competitive Advantage of The Haves"
17. Kenan-Flagler School of Business, University of North Carolina, Chapel Hill, October 8th, 1999, "Success in High Technology Markets: Is Marketing Capability Critical?"
16. Presentation at the Marketing Science Institute Board of Trustees meeting November 4-5 (1999), "Conceptualizing and Monitoring Firms Capabilities: Findings From High- Technology Markets."
17. Invited at The National Bureau of Economic Workshop on Price Rigidity(April 20-21, 2000, Cambridge; Mass) "Managerial and Customer Costs of Price Adjustment: Direct Evidence from Industrial Markets" (with Mark Zbaracki, Mark Ritson, Daniel Levy and Mark Bergen).
18. Marketing Science Conference, UCLA June 23-25, 2000. "Operationalizing Firm Capabilities: Evidence From High-Technology Markets"
19. Faculty Participant At the 2000 American Marketing Association Doctoral Consortium, Held At University of Western Ontario, Ivey School of Business, August 2-5<sup>th</sup>, 2000. Title of talk: Managing Co-Authorship.
20. Invited at The National Bureau of Economic Workshop on Income and wealth, Scanner Data and



Price Indexes (September 15-16, 2000, Washington D.C.) “What Can the Price Gap Between Branded and Generic Products Tell Us About Markups?” (with Robert Barsky, Mark Bergen and Daniel Levy).

21. Haas School of Business, University of California Berkeley, September 21, 2000, Title of the Talk: “Pricing As a Strategic Capability”
22. Freeman School of Business, University of Tulane, September 27, 2000. Title of The Talk: “Pricing As a Strategic Capability”
23. Invited at the national Bureau of Economic Summer Workshop (July 30-31,2001, Cambridge,Mass) “Holiday Price Rigidity and Cost of Price Adjustment” (Daniel Levy, Georg Muller and Mark Bergen).
24. London Business School, October 5<sup>th</sup>, 2001, Title of the Talk: “Absorptive Capacity of Firms in High Technology Markets: The Competitive Advantage of The Haves”
25. Olin School of Business, Washington University, February 4<sup>th</sup>,2002, Title of the Talk: “Absorptive Capacity of Firms in High Technology Markets: The Competitive Advantage of The Haves”
26. University of Wisconsin, Madison, March 15<sup>th</sup> 2002, Title of talk: “Absorptive Capacity of Firms in High Technology Markets: The Competitive Advantage of The Haves”
27. Harvard Business School; May 15<sup>th</sup> 2002, Title of talk: “Absorptive Capacity of Firms in High Technology Markets: The Competitive Advantage of The Haves”
28. Sloan School MIT, May 16<sup>th</sup> 2002, Title of the Talk: “Absorptive Capacity of Firms in High Technology Markets: The Competitive Advantage of The Haves”
29. Faculty Participant At the 2003 American Marketing Association Doctoral Consortium, Held At University of Minnesota, Carlson School of Management
30. Invited to present at the Marketing Science Institute and American Marketing Association special session on “Cool Tools for Marketing Strategy” August 15 (2003)
31. Invited to speak at Erasmus University School of Business, Netherland (September 2003)
32. Invited to teach a PhD seminar for a day at University of Tilburg, Netherland (September 2003)
33. Co-Chair of Special Session: Management of Innovation at the INFORMS conference in Istanbul June 2003: Paper presented: “The Role of Agreement Portfolios in Technology-Intensive Markets- Knowing The Right Mix for Innovation and Profitability” (Stefan Wuyts, Shantanu Dutta and Stefan Stremersch)
34. Invited to present at the Marketing Science Institute and American Marketing Association special session on “Hot Thoughts on Innovation: Insights at the Intersection of Marketing and Technology.” Boston; August 6 (2004)

35. Invited to be discussant at Quantitative Marketing & Economics Conference at Harvard Business School: November 6, 2004. Title of Paper: "How Do Consumers Make Durable Goods Purchase Decision? Demand for College Textbooks;" Authors: Judith A. Chevalier & Austan Goolsbee; Presenter Judith A. Chevalier
36. Invited to present at IIM Bangalore Global Innovation Conference December 18-19, 2004. Title: "Disentangling the Dimensions of Radical Innovation – What Drives Technological Advance and What Drives Superior Customer Need Fulfillment?"
37. Invited to present at the Marketing Science Institute special session on "Managing Customer Relevant Innovation." Boston; MA May (2005)
38. Sustainable Competitive Advantage Through Customer Retention: The Role of Learning and Governance" Marketing Science Conference: Emory Atlanta: June (2005)
39. University and Industry Collaboration in Bio-business: Empirical Observations: Key Note Speaker at Bio-Business Conference sponsored by Marshall School and British Consulate Los Angeles; March 2005
40. Invited at Research Camp: Texas A&M: (March 2006): "Superior New Product Development: The Interplay between Internal Knowledge Creation & Alliance Activity"
41. Invited at Research Seminar: Cambridge University UK: (September 2006): "Superior New Product Development: The Interplay between Internal Knowledge Creation & Alliance Activity"
42. Marketing Science Conference, Pittsburgh: (June 2006): "Role of Distribution Channels in Customer Profitability"
43. Invited at Research seminar: UT Austin, (April 2007): "Superior New Product Development: The Interplay between Internal Knowledge Creation & Alliance Activity"
44. Invited at research seminar: University of Michigan, (April 2007): "Superior New Product Development: The Interplay between Internal Knowledge Creation & Alliance Activity"
45. Invited to be Faculty Representative at American Marketing Association Doctoral Consortium at University of Missouri June 4-6, 2008. "Building Pricing Capability"
46. Presented at Marketing Science Conference Organized University of British Columbia June 12-14, 2008. "Pricing in Business Markets: Impact on Customer Behavior"
47. Invited to speak at Research Symposium of Marketing Scholars Organized by Bilkent University, Ankara, Turkey June 26-30, 2008. "Pricing in Business Markets: Impact on Customer Behavior"
48. Invited to Attend Wharton Research Camp on Business Markets: October 15-18,2009, "Role of Distribution Channels in Customer Profitability: Evidence from Telecom Sector in India"
49. Representing Marshall at KAIST-Korea meeting to discuss MSBA program to their Alumni and students. Marshall has signed MOU with them on MSBA program.
50. Representing Marshall at Shanghai Entrepreneur Summit Organized by Greif Center October 23-27, 2008

51. Representing Marshall at Business School Deans' Conclave Organized by India School of Business in Hyderabad, India; Dec 10-15,2008
52. Research Consortium of B2B Marketing Scholars Organized by Ozyien University, Istanbul, Turkey June 26-30, 2009. "Reference Pricing in Business Markets: Impact on Price And Quantity"
53. Research Consortium European School of Management, Berlin, June 20-21,2010; "Pricing Capability in Business Markets"
54. Marketing Research Consortium: University of North Carolina-Chapel Kennan Flagler Business School in April 22-23,2010
55. Marketing Science Conference: June 17-19, 2010 at University of Cologne
56. American Marketing Association (AMA) B2B Chapter: "Setting Research Directions in B2B Markets" Aug 12-13, 2010, Harvard Business School, Cambridge Mass. The two day conference was intended to brainstorm on the research areas that AMA would encourage over the next 2-3 years.
57. Deans conference on Global Business Education, Shanghai Jiaotong University, Shanghai (October 15-17, 2010). "USC Marshall School of Business: Lessons From Our Global Partnership Experience"
58. AACSB (American Association of Collegiate School of Business) conference on MBA curriculum (March 21-22, 2011). Globalization of MBA Curriculum
59. Marketing Research Camp at the University of Rotterdam(June 23-25, 2011)."Long Term Impact of Price Discrimination
60. Marketing Research Camp at Norwegian School of Business in Oslo (June 28-30, 2011): Selling Products versus Components
61. Theory Meets Practice Conference: Harvard Business School May 3-5, 2012. "Product Form Strategy: Selling Systems versus Components in Industrial Markets"
62. AACSB (American Association of Collegiate School of Business) conference on MBA curriculum (March 26-27, 2012). Globalization of MBA Curriculum for Part Time and EMBA Programs.
63. Sales Leadership Conference: Harvard Business School Jun 5-6, 2012: Panel Discussant
64. Global Business School Network: Annual Conference New Delhi June 12-14, 2012.
65. Marketing Seminar: Stanford Graduate School of Business March 20, 2013.  
"The Dynamic Effects of Price Discrimination in Business Markets: An Empirical Investigation"
66. Marketing Seminar: Santa Clara University, Leavey School of Business March 29, 2013 "The Dynamic Effects of Price Discrimination in Business Markets: An Empirical Investigation"
67. Co-Chair: Interdisciplinary Conference at Singapore Management University: Big Data and Social Media: August 1-3, 2013: "Platform Screening Mechanisms and the Role of Long Tail Sellers"
68. Inclusive Innovation Conference, jointly organized by Confederation of Indian Industry and Singapore Management University, Mumbai, October 28, 2013: "Extracting Value From Innovation: The Pricing Mindset"
69. Conference Organized by Confederation of Indian Industry and Ministry of Education New Delhi, Nov 5, 2013. Invited to be one of the panel members for the plenary session: "Challenges and Opportunities of Higher Education in Emerging Markets"
70. Invited to Present at Innovation Conference at Singapore Management University; March 19, 2014: "Capturing Value from Innovation"
71. Marketing Science Institute Conference on B2B Marketing: "Challenges and Opportunities in B2B Markets." Emory Atlanta October 15-16 (2014)
72. Marketing Meets Wall Street Conference: Singapore Management University (Jan 8-10,2015), "Does The Market Value All Your Customers The Same: Framework and Evidence on Multinational Outsourcing Vendors"
73. Conference: "Market Based Skills Development in Social Sector": February 21-22<sup>nd</sup>, 2015, Mumbai, India. Conference Co-coordinator along with with Rajesh Chandy (LBS), Om Narasimhan (LSE),

Ankur Sarin (IIM Ahmedabad) and Rajendra Srivastava (SMU).

74. Invited for talk HEC Paris Marketing Research Camp April 9-10, 2015
75. Invited to Attend AMA-Sheth Doctoral Student Consortium at London Business School July, 2015
76. Paper accepted at SIGS Conference Berkeley July 24-30, 2015: "Modeling Mean-Deviation-and-Heuristic-Based Expectation: An Application to Consumer Level Progression in Online Gaming," (Zhao Yi, Sha Yang and Shantanu Dutta).
77. Paper Presented At AMA Winter Educator's Conference (Feb 26-28, 2016), Las Vegas: "Platform Service Offering to Business Customers: Strategic Considerations in Engendering Seller Use of Marketing Tools on E-Commerce Platforms
78. Invited as Faculty Fellow to the Institute for the Study of Business Markets (ISBM) Doctoral Consortium August 2-4, 2016; Emory University, Atlanta
79. Invited Frankfurt School of Finance and Management Research Camp October 24-26, 2016 "The Lasting Effect of Salesperson Price Setting on Customer Purchases"
80. "Role of Salesperson on Long Term Effects of Pricing On Customer Behavior" Sales Leadership Conference; HEC France May 29-31, 2017
81. "Managing Product Quantities Through Making, Smoothing Purchase, and Stocking in Subsistence Marketplaces: A Field Experiment in South India on the Effects of Marketplace Literacy Education and Self-Help Group Membership" June 7-10, 2017; Marketing Science USC June 2017
82. "Change in Patent Regime and the Role of Branded and Generic Drugs On Price and Quantity: Evidence from the Indian Pharmaceutical Industry 1995-2009" China-India Insights Conference; Yale School of Management; October 28-30, 2017 New York
83. "Managing Product Quantities Through Making, Smoothing Purchase, and Stocking in Subsistence Marketplaces: A Field Experiment in South India on the Effects of Marketplace Literacy Education and Self-Help Group Membership" Market Place Literacy Conference January 2-6, 2018; Chennai India
84. "Risk-Return Implications of Offering Services in the Software Industry: Accounting and Financial Market Perspectives" The Institute for the Study of Business Markets (ISBM) Doctoral Consortium August 2-4, 2018; Sloan School MIT; Boston
85. "Change in Patent Regime and the Role of Branded and Generic Drugs On Price and Quantity: Evidence from the Indian Pharmaceutical Industry 1995-2009" October 4<sup>th</sup>, 2018 UC Riverside; School of Management
86. "An Assessment of Customers' Purchasing Behavior Sensitivity over the Business Cycle in B2B Markets", Marketing Science, Rome, June 2019
87. "The Shareholder Wealth Implications of Software Firms' Transition to Cloud Computing: A Marketing Perspective", American Marketing Association, Chicago, August 2019.
88. Faculty Panelist Marketing Strategy Consortium UT Austin (Dec 4-5), 2020
89. Keynote speaker at the University and Industry Global collaboration organized by Shanghai Jiaotong University, November 30, 2020.