

## SUNDAR G BHARADWAJ

### Office

The Coca Cola Company Chair Professor of Marketing  
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AND

### EDUCATION

- Ph.D. Texas A&M University, College Station, Texas, 1994.
  - Major Field: *Marketing*. Minor Field: *Strategic Management*
- P.G.D.R.M. (MBA equivalent) Institute of Rural Management, India, 1985.
- Bachelor of Arts (Economics, Applied Statistics and Mathematics), Madras University, India, 1983.

### PROFESSIONAL EXPERIENCE

#### ACADEMIC EXPERIENCE

July 2011-to-Present	The Coca Cola Company Chair Professor of Marketing, Terry College of Business, The University of Georgia
August 2016-to-June 2017	Visiting Professor of Marketing and Research Scholar, Indian School of Business
Sept 2009-June 2011	Professor of Marketing, Goizueta Business School, Emory University, Atlanta, Georgia
Sept 2009-July 2010	Visiting Professor of Marketing, The Wharton School, University of Pennsylvania, Philadelphia, PA
Sept 1999-August 2009	Associate Professor of Marketing, Goizueta Business School, Emory University, Atlanta, Georgia (Area Coordinator Sept 2002-Sept 2003)
July 2004-August 2005	Visiting Associate Professor of Marketing, Singapore Management University, Singapore
Sept. 1993-August 1999	Assistant Professor of Marketing, Goizueta Business School, Emory University, Atlanta, Georgia

Jan. 1989-Aug. 1993 Graduate Research and Teaching Assistant, Texas A&M University, College Station, Texas.

## INDUSTRY EXPERIENCE

Mar. 1987-Aug. 1988 Area Sales Manager, Smith-Kline Beecham Consumer Healthcare Limited (Indian subsidiary of Smith-Kline Beecham Inc.)  
Apr. 1985-Feb. 1987 Product Manager, Gujarat Cooperative Milk Marketing Federation, India

## AWARDS and GRANTS

### AWARDS

- **2017** – Sheth Long Term Impact Award. *Journal of Marketing*
- **2017**--- Listed Number 24 in the most productive marketing faculty list in the top AMA journals for the decade 2007-2016 by the AMA
- **2016** – Senior Research Scholar, Indian School of Business
- **2016**--*Best Paper* in the Brand Track at the 2016 AMA Summer Educators Conference
- **2015**-- Listed Number 28 in the most productive marketing faculty list in the top AMA journals for the period 2010-2014 by the AMA Doctoral SIG
- **2014**-- Listed Number 8 in the most productive marketing faculty list in the top AMA journals for the period 2009-2013 by the AMA Doctoral SIG
- **2014**--Listed in the 50 most productive marketing faculty in the top Five Marketing journals for the period 2009-2013 by the AMA Doctoral SIG
- **2013** – Listed Number 12 in the 50 most productive marketing faculty in the top AMA Journals for the period 2008-2012 by the AMA Doctoral SIG
- **2011** – Long Term Impact Award for Paper Published in the first seven volumes of *Research in Marketing*
- **2010** – Distinguished Doctoral Alumni Award, Texas A&M University
- **2008** – **Runner-up award for Best Paper** Published in *Information Systems Research* in 2007. Selected by the editorial board for impact on scholarship and Practice.
- **2007**--Finalist, Journal of Marketing-Maynard Award. The Maynard award is given to articles chosen by members of the *JM* Editorial Review Board for its significant contribution to *marketing theory and thought*.
- **2004**--Winner Early Career Award, Marketing Strategy Special Interest Group, American Marketing Association in 2004 based on productivity and impact
- **2004**--Best Paper Sales Management Track – AMA Summer Educator’s Conference (2004)
- **2003**--Finalist (one of four) Early Career Award, Marketing Strategy Special Interest Group, American Marketing Association in 2003
- **2003**--*Best Paper* Presented in the Relationship Marketing Track at the AMA Summer Educators’ Conference (2003)
- **2002**--*The Caldwell Research Award 2002-04* (to recognize outstanding research productivity at the rank of associate professor, and to provide support for enhancing the development and growth of their research and scholarship)
- **2000**--Journal of Marketing Best Paper Award, *1999 MSI/Paul Root Award Selected by the*

*Editorial Board of the Journal of Marketing for Significant Contribution to the Practice of Marketing*

- 1997--*Best Paper* Presented in the Marketing Strategy Track at the Academy of Marketing Science Annual National Conference, Miami (1997)
- 1996--*Journal of Academy of Marketing Science Award for Best Article Published in the Journal in 1996*
- 1996--*Jordan Fellow, Goizueta Business School, 1996*
- 1994--Honorable Mention in the 1994 *John A. Howard Doctoral Dissertation Award Competition* conducted by the American Marketing Association
- 1993--*Best Services Article of 1993 Award* Presented by the Services Marketing Special Interest Group of the American Marketing Association
- 1993--*Journal of Services Marketing Award for Best Article Published in the, 1993.*
- 1992--*Doctoral Student Research Excellence Award, Marketing Department, Texas A&M University (1992).*
- 1992--*Wayne DeLozier Best Paper Award -- Best Paper Presented at the Academy of Marketing Science Annual National Conference, San Diego (1992).*
- 1992--*Richard D. Irwin Foundation Doctoral Dissertation Fellowship Award (1992-1993)*
- 1992--*Best Student Paper Award, Buyer Behavior Track -- AMA Summer Educators' Conference, Chicago (1992).*
- 1992--*Best Student Paper Award, Marketing Education Track -- AMA Summer Educators' Conference, Chicago (1992).*
- 1991--*American Marketing Association Doctoral Consortium Fellow (1991)*

## GRANTS

- Middle Market Buying and Customer Engagement in Social Media & Digital Environments award for \$21,000 in 2017
- Marketing Science Institute Research grant \$9438 in 2016
- Marketing Science Institute Research grant \$6000 in 2016
- ISBM Research Grant \$5000 in 2013
- Marketing Science Institute Research grant \$10,000 in 2007
- Marketing Science Institute Research grant \$15,000 in 2007
- SMU-Wharton Research Center Grant for \$10,000 in 2006
- SMU-Wharton Research Center Grant for \$10,000 in 2005
- Marketing Science Institute Research grant \$10,000 in 2000
- Institute for Study of Business Markets Research grant for \$5000 in 2000
- Institute for Study of Business Markets Research grant for \$5000 in 1999
- Goizueta Business School Summer Support grants every year
- College of Business Administration and Graduate School of Business (Texas A&M University) Mini-Grant towards dissertation research
- Center for Retailing Studies Mini-Grant towards dissertation research
- TVS Merit Scholarship, Madras, India (1980-1983)

## RESEARCH

## A. Reviewed Publications

1. Stefan Worm, Sundar Bharadwaj, Wolfgang Ulaga and Werner Reinartz, "Why and When Should Firms Invest in Customer Solutions? An Assessment of Risk and Return in Business Markets." Forthcoming at the *Journal of the Academy of Marketing Science*.
2. Sundar G. Bharadwaj and Debanjan Mitra (2016), "Satisfaction (Mis)pricing Revisited: Real? Really Big?," *Journal of Marketing*, 80 (September), 116-21.
3. Sundar G. Bharadwaj (2015), "Developing new marketing strategy theory: addressing the limitations of a singular focus on firm financial performance." *Academy of Marketing Science Review*, 5 (December), 98-102.
4. Vila, Omar Rodriguez, Sundar G. Bharadwaj, and S. Cem Bahadir (2015), "Exploration- and Exploitation-Oriented Marketing Strategies and Sales Growth in Emerging Markets." *Customer Needs and Solutions*, 1-13.
5. Grewal, Rajdeep, Gary L. Lilien, Sundar Bharadwaj, Pranav Jindal, Ujwal Kayande, Robert F. Lusch, Murali Mantrala et al. (2015) "Business-to-Business Buying: Challenges and Opportunities." *Customer Needs and Solutions*, 1-16.
6. Cem Bahadir, Sundar Bharadwaj and Raj Srivastava (2015)," Marketing Mix and Brand Sales in Global Markets: Examining the Contingent Role of Country-Market Characteristics," *Journal of International Business Studies*, 46 (June/July), 596-619.
7. Stefan Sleep, Sundar Bharadwaj and Son Lam (2014), "Walking a Tightrope: The Joint Impact of Customer and Within-Firm Boundary Spanning Activities on Customer Satisfaction and Team Performance," *Journal of the Academy of Marketing Science*, 1-18.
8. Guiyang Xiong and Sundar Bharadwaj (2014), "Pre-Release Buzz Evolution Patterns and New Product Performance," *Marketing Science*, 33(3), 401-21.  
\*Featured as ISMS article (ISMS Press release 2014. No.1).
9. Guiyang Xiong and Sundar Bharadwaj (2013), "Asymmetric Roles of Advertising and Marketing Capability in Financial Returns to News: Turning Bad Into Good and Good Into Great," *Journal of Marketing Research*, 50 (December), 706-724.
8. Elliott Bendoly, Anandhi Bharadwaj, and Sundar Bharadwaj (2011) "Complementary Drivers of New Product Development Performance: Cross-Functional Coordination, Information System Capability, and Intelligence Quality. *Production and Operations Management*, 21 (July-August), 653-67.
9. Guiyang Xiong and Sundar Bharadwaj (2011), "Social Capital of Young Technology Firms and their IPO Values: The Complementary Role of Relevant Absorptive

Capacity," *Journal of Marketing*, 75 (November),87-104..

10. Sundar Bharadwaj, Kapil Tuli and Andre Bonfrer (2011), Brand Quality and Shareholder Wealth," *Journal of Marketing*, 75 (September),88-104
11. Kapil Tuli, Sundar Bharadwaj and Ajay Kohli (2010), "Ties that Bind: The Role of Relationship Multiplexity in increasing sales and reducing volatility." *Journal of Marketing Research*, XLVII (February), 36-50.
12. Kapil Tuli and Sundar Bharadwaj (2009), "Examining the Relevance of Customer Satisfaction for Wall Street: The Case of Systematic and Idiosyncratic Risk of Stock Returns," *Journal of Marketing*, 73 (November), 184-97.
13. Martha Myslinski, Sundar Bharadwaj and Diana Robertson (2009), "Regulatory Exposure of Deceptive Marketing and Its Impact on Firm Value," *Journal of Marketing*, 73 (November), 227-43 [\*Featured in BusinessWeek and Financial Times and story reprint in other news outlets.].
14. Cem Bahadir, Sundar Bharadwaj and Michael Parzen (2009), "A Meta-Analysis of the Determinants of Organic Sales Growth," *International Journal of Research in Marketing*, 26 (December), 263-75.
15. Cem Bahadir, Sundar Bharadwaj and Raj Srivastava (2008), ""Financial Value of Brands in Mergers and Acquisitions: Does Value Lie in the eyes of the Beholder," *Journal of Marketing*, 72 (November), 49-64.
16. Kapil Tuli, Ajay Kohli and Sundar Bharadwaj (2007), Rethinking Customer Solutions: From Product Bundles to Relational Processes," *Journal of Marketing*, 71(July), 1-17. (\*Lead Article). Winner of Sheth Long-term Impact Award.
17. Sundar Bharadwaj, Anandhi Bharadwaj and Elliott Bendoly (2007), "The Performance Effects of Complementarities Between Information Systems, Marketing, Manufacturing, and Supply Chain Processes." *Information Systems Research*, 18(December), 437-453.
18. Sundar Bharadwaj, Terry Clark and Songpol Kuliwat (2005), "Marketing Market growth and Endogenous Growth Theory: An Inquiry into the Causes of Market Growth," *Journal of the Academy of Marketing Science*, 33 (Summer), 347-59.
19. Devon Johnson and Sundar Bharadwaj (2005), "Digitization of Selling Activity: An Empirical Investigation." *Journal of Academy of Marketing Science*, 33 (Winter), 3-18. (Lead Article).
20. Sundar Bharadwaj and Anil Menon (2000), "Making Innovation Happen in Organizations: Individual Creativity Mechanisms, Organizational Creativity Learning Mechanisms or Both?," *Journal of Product Innovation and Management*, November, 424-34.
21. Anil Menon, Sundar Bharadwaj, Phani Tej Adidam and Steven Edison (1999)," Antecedents and Consequences of Marketing Strategy Making: A Model and A Test," *Journal of Marketing*,

62(April), 19-41.

22. Anandhi S. Bharadwaj, Sundar Bharadwaj and Benn Konsynski, (1999) "Information Technology Effects on Firm Performance as Measured by Tobin's q," *Management Science*, 45 (July), 1008-24.
23. Anil Menon, Sundar Bharadwaj and Roy Howell, (1996) "The Quality and Effectiveness of Marketing Strategy: Effects of Functional and Dysfunctional Conflict in Intra-organizational Relationships," *Journal of Academy of Marketing Science*, 25 (Winter), 299-313. \*Selected by Editorial Board of the *Journal of Academy of Marketing Science* as the Best Article Published in 1996
24. David M. Szymanski, Lisa Collins-Troy and Sundar G. Bharadwaj (1995), "Order of Entry and Business Performance: An Empirical Synthesis and Reexamination," *Journal of Marketing*, 59 (October), 17-33.
25. P. Rajan Varadarajan, Sundar G. Bharadwaj and P.N. Thirunarayana (1994), "Executives' Attitudes Towards Consumerism and Marketing: An Exploration of Theoretical and Empirical Linkages in an Industrializing Country," *Journal of Business Research*, 29 (February), 83-100 (Lead Article).
26. Sundar G. Bharadwaj, P. Rajan Varadarajan and John Fahy (1993), "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions," *Journal of Marketing*, 57 (October), 83-99. \* Selected for the Best Services Article of 1993 Award by the Services Special Interest Group of AMA.
27. David M. Szymanski, Sundar G. Bharadwaj, and P. Rajan Varadarajan (1993), "Standardization Vs. Adaptation of International Marketing Strategy: An Empirical Investigation." *Journal of Marketing*, 57 (October), 1-17 (Lead Article).
28. David M. Szymanski, Sundar G. Bharadwaj and P. Rajan Varadarajan (1993), "An Analysis of the Market Share-Profitability Relationship." *Journal of Marketing*, 57 (July), 1-18 (Lead Article).
29. Sundar G. Bharadwaj and Anil Menon (1993), "Determinants of Performance in Service Industries: A PIMS-Based Empirical Investigation," *Journal of Services Marketing*, Vol.7 (4), 19-40. \* Selected by the Editorial Board as the Best Article Published in the *Journal of Services Marketing* in 1993.
30. Sundar G. Bharadwaj, Charles Futrell, and Donna Kantak (1993), "Using Student Evaluations to Improve Learning," *Marketing Education Review*, 3 (Summer), 16-21.
31. P. Rajan Varadarajan, Sundar G. Bharadwaj and P.N. Thirunarayana (1991), "Attitudes Towards Marketing, Consumerism and Government Regulation: A Study of Managers and Consumers in an Industrializing Country," *Journal of International Consumer Marketing*, Vol. 4, Number (1/2), 121-57

## **B. Papers Under Review**

1. S. Cem Bahadir and Sundar Bharadwaj, "Acquiring Portfolios of Customers, Brands, and Technology: When do they Pay-off?," Invited for third round review at *Marketing Science*.
2. Stefan Worm, Sundar Bharadwaj, Jialie Shen and Raj Srivastava, "Marketing Mindset Quotient and Firm Performance," Invited for resubmission at the *Journal of*

*Marketing.*

3. Anandhi Bharadwaj, Sundar Bharadwaj and Atanas Nik Nikolov, “An Empirical Analysis of IT Investment Types and Shareholder Investment Horizon,” Invited for resubmission at the *MISQ*.
4. Omar Rodriguez Vila, Myoung-Jin-Chae and Sundar Bharadwaj, “Engaging in Real-Time: Understanding the Effect of “Real-Time” Social Media Messaging on Consumer Engagement.” Under review at *the Journal of Marketing*.

### **C. Working Papers**

1. Cem Bahadir, Sundar Bharadwaj, “Value of Customer Bases in Mergers and Acquisitions.”
2. Jeffrey R. Parker, Omar Rodriguez-Vila, Ryan Hamilton, Iman Paul and Sundar Bharadwaj, “Label Structure, Processing Disfluency and Consumer Responses to Eco-Labeled Foods.”
3. Omar Rodriguez Vila and Sundar Bharadwaj, “Engaging for Good: Drivers of Social Media Engagement with Prosocial Messages,” Invited for resubmission at the *Journal of Marketing*.
4. Omar Rodriguez Vila and Sundar Bharadwaj, “Engaging for Good: Drivers of Social Media Engagement with Prosocial Messages.”
5. Atanas Nik Nikolov , Sundar Bharadwaj and Anindita Chakravarty, “Myopic Marketing and Innovation Management by Firms: Is It Due to the Agent, the Principal, or Both and Is It Always Bad?.” Being revised for resubmission to the *Journal of Marketing Research*.
6. Atanas Nik Nikolov, Sundar Bharadwaj and Guiyang Xiong, “Financial Market Reaction To New Product Innovation And Advertising: Does The Nature Of Institutional Investors Matter?.” Being revised for resubmission to the *Journal of Marketing*.
7. Brian Murtha, Sundar Bharadwaj and Christophe Van den Bulte, “Developing and Deploying effective Customer Solutions: the Role of Networks Within and between Buying and Selling Teams.
8. Sundar Bharadwaj and Arne Floh, “Linking Customer Attitudinal and Behavioral Metrics to Financial Outcomes: A Latent Growth Mixture Model Approach.”
9. Leslie Vincent, Sundar Bharadwaj and Goutam Challagalla, “Antecedents, Consequences and the Mediating Role of Innovation: Empirical Generalizations.”
10. Omar Rodriguez Vila and Sundar Bharadwaj, “Stakeholder-Savvy Marketing: The Practices And Consequences Of Integrating Societal And Commercial Stakeholder Interests Into a Product Offering.”
11. Leslie Vincent, Sundar Bharadwaj and Goutam Challagalla, “Marketing Strategy Formulations for New Technologies: The Role of Market Network Ties.

12. Sundar Bharadwaj and Das Narayandas, "Theory and Evidence on the Liability of Relationship Commitment: Towards an Understanding of Why Vendor Firms Persist in Underperforming Customer Relationships.

#### **D. Conference Presentations and Conference Proceedings Publications**

1. Sundar Bharadwaj, "Trends in B2B Buying Behavior," in Panel on B2B Buying Behavior, *2016 ISBM B2B Conference, Atlanta*.
2. Ashish Sharma, Sundar Bharadwaj and Kapil Tuli (2016), "Ties that Bind: Loose Ties to Counter the Negative Effects of Relationship Multiplexity," *2016 ISBM B2B Conference, Atlanta*.
3. Omar Rodriguez Vila, Myoung-Jin-Chae and Sundar Bharadwaj, "Engaging in Real-Time: Understanding the Effect of "Real-Time" Social Media Messaging on Consumer Engagement," 2016 AMA Summer Educators Conference, Atlanta. \*Best Paper in the Brand Track
4. Cem Bahadir, Sundar Bharadwaj and S. Arunachalam, "Product Innovation for Low-Income Consumers in Emerging Markets: The Role of Product, Market and Country Characteristics," 2016 AMA Summer Educators Conference, Atlanta.
5. Omar Rodriguez Vila and Sundar Bharadwaj, "Engaging in Real-Time: Understanding the Effect of "Real-Time" Social Media Messaging on Consumer Engagement," 2016 T+PM Conference, Houston.
6. Stefan Worm, Sundar Bharadwaj and Raj Srivastava, "Bringing Marketing Into the Boardroom: Actionable Drivers of TMT Marketing Mindset," 2016 T+PM Conference, Houston.
7. Ashish Sharma, Sundar Bharadwaj and Kapil Tuli (2016), "Ties that Bind: Loose Ties to Counter the Negative Effects of Relationship Multiplexity," *2016 AMA Winter Educators Conference, Las Vegas*.
8. Atanas Nik Nikolov, Sundar Bharadwaj and Guiyang Xiong (2016), "Financial Market Reaction To New Product Innovation And Advertising: Does The Nature Of Institutional Investors Matter?." *2016 AMA Winter Educators Conference, Las Vegas*.
9. Sundar Bharadwaj and Guiyang Xiong (2016), "Guanxi in Chinese IPOs and IPO Value," *2016 AMA Winter Educators Conference, Las Vegas*.
10. Sundar Bharadwaj and Atanas Nik Nikolov (2015), "Information Asymmetry and Myopic Marketing Management," *The Marketing in Israel 2015, Tel Aviv, Israel*.
11. Ashish Sharma, Sundar Bharadwaj and Kapil Tuli (2015), "Ties that Bind: Loose Ties to Counter the Negative Effects of Relationship Multiplexity." *XXXVII Informs Marketing Science Conference, Baltimore*.
12. Sundar Bharadwaj and Atanas Nik Nikolov (2015), "Information Asymmetry and Myopic Marketing and R&D: Evidence from a Quasi-natural Experiment," *XXXVII Informs Marketing Science Conference, Baltimore*.
13. Cem Bahadir, Sundar Bharadwaj (2015), "Value of Customer Bases in Mergers and Acquisitions," *XXXVII Informs Marketing Science Conference, Baltimore*.
14. Omar Rodriguez-Vila, Sundar Bharadwaj (2015), "Doing Well vs Doing Good: The Impact of Prosocial Messages on Consumer Engagement," *XXXVII Informs Marketing Science*



*Conference, Baltimore.*

15. Sundar Bharadwaj and Atanas Nik Nikolov (2015), "Information Asymmetry and Myopic Marketing Management," *The 2015 Theory and Practice in Marketing Conference*, Atlanta, GA.
16. Omar Rodriguez-Vila, Sundar Bharadwaj (2015), "Engaging for Good: a Study of Drivers of Social Media Engagement Among Prosocial Message," *The 2015 Theory and Practice in Marketing Conference*, Atlanta, GA.
17. Cem Bahadir, Sundar Bharadwaj (2015), "Value of Customer Bases in Mergers and Acquisitions" *The 2015 Theory and Practice in Marketing Conference*, Atlanta, GA.
18. Omar Rodriguez-Vila, Sundar Bharadwaj (2015), "Real-Time Marketing," *The 2015AMA Winter Educators' Conference*, San Antonio, TX.
19. Bahadir, S. Cem, Sundar G. Bharadwaj (2015) "Acquiring Portfolios of Customers, Brands and Technology: When Do They Pay Off?", *The 2015AMA Winter Educators' Conference*, San Antonio, TX.
20. Atanas Nik Nikolov and Sundar Bharadwaj (2015), "Myopic Marketing and Innovation Management by Firms: Is It Due to the Agent, the Principal, or Both and Is It Always Bad?," *The 2015AMA Winter Educators' Conference*, San Antonio, TX.
21. Cem Bahadir, Sundar Bharadwaj (2015), "Value of Customer Bases in Mergers and Acquisitions", *Marketing Meets Wall Street IV Conference*, Singapore.
22. Guiyang Xiong and Sundar Bharadwaj (2015), "Marketing Accountability upon New Product Introductions and Product Recalls: Are Advertising and CEO Attractiveness Complements or Substitutes?" *Marketing Meets Wall Street IV Conference*, Singapore
23. Sue Ryung Chang, Sundar Bharadwaj, Omar Rodriguez-Vila (2015), "Impact of Market Sophistication on Firm's Willingness to Invest for the Future," *Marketing Meets Wall Street IV Conference*, Singapore
24. Stefan Worm, Sundar Bharadwaj, Rajendra Srivastava, Jialie Shen (2015), "The Firm Performance Outcomes of Top Management Team Marketing Attention," *Marketing Meets Wall Street IV Conference*, Singapore
25. Atanas Nik Nikolov and Sundar Bharadwaj (2015), "Myopic Marketing and Innovation Management by Firms: Is It Due to the Agent, the Principal, or Both and Is It Always Bad?," *Marketing Meets Wall Street IV Conference*, Singapore
26. Omar Rodriguez-Vila, Sundar Bharadwaj (2014), "Ethical Claims are Not Created Equal: The Differential Effects of Ethical Attributes Across Product Category" , *XXXVI Informs Marketing Science Conference*, Atlanta.
27. Atanas Nik Nikolov, Sundar Bharadwaj (2014), "Myopic Marketing Management: Antecedents and Consequences." *XXXVI Informs Marketing Science Conference*, Atlanta.
22. Sue Ryung Chang, Sundar Bharadwaj, Omar Rodriguez-Vila (2014), "Impact of Market Sophistication on Firm's Willingness to Invest for the Future," *XXXVI Informs Marketing Science Conference*, Atlanta.
23. Cem Bahadir, Sundar Bharadwaj (2014), "Value of Customer Bases in Mergers and Acquisitions", *XXXVI Informs Marketing Science Conference*, Atlanta.
24. Martha Tipton, Sundar Bharadwaj, Guiyang Xiong (2014), "The Impact of Innovation Potential on Marketing Strategy," *XXXVI Informs Marketing Science Conference*, Atlanta.
25. Stefan Worm, Rajendra Srivastava, Sundar Bharadwaj, Jialie Shen (2014), "The Firm Performance Outcomes of Top Management Team Marketing Attention," *XXXVI Informs Marketing Science Conference*, Atlanta.
26. Sundar Bharadwaj, Stefan Worm and Chloe Renault (2013), "Organizational Capabilities

- for Innovating B2B Customer Solutions,” ISBM B2B Innovation Conference, MIT.
27. Sundar Bharadwaj (2013), “Frontiers in Research: Marketing Strategy Methods,” 48<sup>th</sup> AMA Sheth Doctoral Consortium, University of Michigan, Ann Arbor.
  28. Sundar Bharadwaj and Guiyang Xiong (2013), “Market Signaling and Chinese IPO Performance,” 2013 China India Insights Conference, Yale University.
  29. Bahadir, S. Cem, Sundar G. Bharadwaj (2013) “Acquiring Portfolios of Customers, Brands and Technology: When Do They Pay Off?,” *XXXV INFORMS Marketing Science Conference*, Ozyegin University, Istanbul, Turkey
  30. Atanas Nik Nikolov, Sundar Bharadwaj and Guiyang Xiong (2013), “Financial Market Reaction To New Product Innovation And Advertising: Does The Nature Of Institutional Investors Matter?,” *XXXV INFORMS Marketing Science Conference*, Ozyegin University, Istanbul, Turkey
  31. Omar Rodriguez Vila and Sundar Bharadwaj (2013), “Competing on Sustainability: Sustainability Attributes and Their Effect on Performance,” *XXXV INFORMS Marketing Science Conference*, Ozyegin University, Istanbul, Turkey
  32. Sudhir Voletti and Sundar Bharadwaj (2013), “Predicting Customer Value and e-Channel Disposition from Cross-Sectional Survey Data,” *XXXV INFORMS Marketing Science Conference*, Ozyegin University, Istanbul, Turkey
  33. Guiyang Xiong and Sundar Bharadwaj (2013), “The Roles of Advertising and Marketing Capability in Influencing the Financial Impact of News,” *XXXV INFORMS Marketing Science Conference*, Ozyegin University, Istanbul, Turkey
  34. Stefan Worm, Sundar Bharadwaj and Jialie Shen (2013), “The Value Relevance of Top Management Team Marketing Attention,” *XXXV INFORMS Marketing Science Conference*, Ozyegin University, Istanbul, Turkey.
  35. Atanas Nik Nikolov, Sundar Bharadwaj and Guiyang Xiong (2013), New Product Innovation and Financial Market Performance: Does the Nature of Institutional Investors Matter?” *The 2013 Theory and Practice Conference on Marketing Strategy*, London Business School, London, UK.
  36. Stefan Worm, Wolfgang Ulaga, Sundar Bharadwaj and Werner Reinartz, (2013), “Understanding the Risk and Return of Output-Based Customer Solutions”, *The 2013 Theory and Practice Conference on Marketing Strategy*, London Business School, London, UK.
  37. Stefan Worm, Sundar Bharadwaj and Jialie Shen (2013), “The Value Relevance of Top Management Team Marketing Attention,” Marketing Strategy Meets Wall Street Conference, Frankfurt, Germany.
  38. Bahadir, S. Cem, Sundar G. Bharadwaj (2013): “Product Innovation for Low Income Consumers in Emerging Markets”, Special Session: Marketing Strategies in Emerging Markets, *The 2013AMA Winter Educators’ Conference*, Las Vegas, NV.
  39. Guiyang Xiong and Sundar Bharadwaj (2013),, “Impact of Guanxi and Prior Overseas Listings on IPO Performance,” *The 2013 AMA Winter Educators’ Conference*, Las Vegas, NV.
  40. Bahadir, S. Cem, Sundar G. Bharadwaj (2012): “Methodological Challenges in Marketing Strategy Research” *The 2012 AMA Summer Educators’ Conference*, Chicago, IL
  41. Bharadwaj, Sundar G. (2012), “Delivering Financial, Reputational, and Engagement Value: The Role of Emerging Marketing Capabilities,” Reputation Symposium, Oxford University, UK.
  42. Xiong, Guiyang and Sundar Bharadwaj (2012), “News Sentiment, Advertising and Firm Stock Performance,” 2012 Winter AMA Marketing Educators Conference, St. Petersburg, Florida.
  43. Bharadwaj, Sundar (2012), “Macro Sales Performance,” Special Session, 2012 Winter AMA Marketing Educators Conference, St. Petersburg, Florida.
  44. Nikolav, Atanas, Sundar Bharadwaj, Guiyang Xiong and Anindita Chakravarty (2012), “Antecedents of Abnormal Advertising Spending,” *XXXI Marketing Science Conference*,

INFORMS, Boston.

45. Bahadir, S. Cem, Sundar G. Bharadwaj (2012): “Acquiring Brands, Customers, and Technology: Are There Synergy Benefits?” *The 2012 Theory and Practice Conference on Marketing Strategy*, Harvard Business School, Boston, MA
46. Bahadir, S. Cem, Sundar G. Bharadwaj, and Rajendra K. Srivastava (2010): “Marketing Mix and Brand Performance: A Cross-Country Panel Data Analysis” *XXXII Marketing Science Conference*, INFORMS, University of Cologne, Cologne, Germany
47. Bahadir, S. Cem, Sundar G. Bharadwaj, and Rajendra K. Srivastava (2010): “Marketing Mix and Brand Performance: A Cross-Country Panel Data Analysis”, *Global Brand Management Conference*, Koc University, Istanbul, Turkey
48. Kapil Tuli and Sundar Bharadwaj (2009), “Customer Satisfaction and Firm Risk,” Marketing Strategy Meets Wall Street Conference, Atlanta,GA.
49. Martha Tipton, Sundar Bharadwaj and Diana Robertson (2009), “Regulatory Exposure of Deceptive Marketing and Its Impact on firm Value,” Marketing Strategy Meets Wall Street Conference, Atlanta, GA.
50. Sundar Bharadwaj and Arne Floh (2008), “Linking Customer Attitudinal and Behavioral Metrics to financial Outcomes: A Latent Growth Mixture Model,” 30<sup>th</sup> Informs Marketing Science Conference, Vancouver.
51. Guiyang Xiong and Sundar Bharadwaj (2008), “Transforming Social capital into financial Value in IPOs: The Role of absorptive capacity in Value creation and value Appropriation Alliances,” 30<sup>th</sup> Informs Marketing Science Conference, Vancouver.
52. Leslie Vincent and Sundar Bharadwaj (2008), “Marketing Strategy Development: A Dynamic Investigation of Tie Strength” AMA Winter Marketing Educators Conference, Austin, **\*Selected as a high-impact presentation.**
53. Sundar Bharadwaj, Kapil Tuli and Raj Srivastava (2007), “Risk-Return tradeoffs in Long-Term Business-to-Business Relationships,” 29<sup>th</sup> Informs Marketing Science Conference, Singapore.
54. Martha Myslinski, Sundar Bharadwaj and Diana Robertson (2007), “Regulatory Exposure of Deceptive Marketing and its Impact on Firm Value,” 29<sup>th</sup> Informs Marketing Science Conference, Singapore.
55. Kapil Tuli and Sundar Bharadwaj (2007), “The Strategic Role of marketing in Managing Risk,” 29<sup>th</sup> Informs Marketing Science Conference, Singapore.
56. Sundar Bhaardwaj and Arne Floh (2007), “Are Satisfied Customers More Profitable?” 29<sup>th</sup> Informs Marketing Science Conference, Singapore.
57. Sundar Bharadwaj (2006), “Brands and Brand Building Activities: Short takes on Implications for Marketing Metrics,” Keynote Speaker at Brand Asia, International Conference on Brand Management, Hong Kong.
58. Leslie Vincent and Sundar Bharadwaj (2005), “It’s Not What you Know, It’s Who You Know: A Meta-analytic review of Social Networks,” 27<sup>th</sup> Informs Marketing Science Conference, Atlanta.
59. Sriram Venkatraman, Doug Bowman and Sundar Bharadwaj (2005), “Advertising Copy Strategy as a Moderator of the Effectiveness of advertising effort on brand Sales,” 27<sup>th</sup> Informs Marketing Science Conference, Atlanta.
60. Sundar Bharadwaj (2005), “Designing and Implementing Survey Research,” 2005 Winter Educators’ Conference, Boston.
61. Sundar Bharadwaj and Raji Srinivasan (2004), “Does Marketing Influence a Company’s Worth? Marketing Capabilities and Acquisition Premiums,” AMA Winter Educators’

- Conference.
62. Sundar Bharadwaj and Devon Johnson (2004), "The Digitization of Selling Capabilities: The Role of Characteristics of Selling Knowledge and Procedural Fairness in E-business Implementation," 2004 Summer Educators' Conference, Boston. \**Best Paper in Sales Management Track*.
  63. Sundar Bharadwaj (2003), "The Role of Marketing Assets in Marketing Performance," 2003 AMA Summer Educators' Conference, Chicago.
  64. Leslie H. Vincent, Sundar G. Bharadwaj and Goutam N. Challagalla (2003), "Meta-Analytic Review of Antecedents and Consequences of Innovation," 2003 AMA Summer Educators' Conference, Chicago.
  65. Kapil Tuli and Sundar Bharadwaj (2003), "A Meta-Analysis of Customer-Firm Relationships," 2003 AMA Summer Educators' Conference, Chicago. \*Received best Paper Award in Relationship Marketing Track.
  66. Sundar Bharadwaj (2001), "Tips and Traps in E-Marketing/Ecommerce Research," 2001 AMA Summer Educators' Conference, Washington, D.C.
  67. Sundar Bharadwaj (2001), "Impediments and Enablers of Product Innovation and Creativity: Status of Knowledge and Directions for Future Research," 2001 AMA Summer Educators' Conference, Washington, D.C.
  68. Sundar Bharadwaj and Narakesari Narayandas (2000), "Why are Firms Committed to Underperforming Customer Relationships?," 5<sup>th</sup> Relationship Marketing Conference, Atlanta.
  69. Sundar Bharadwaj and Tom Gruen (2000), "Organizational Structural Responses to Account Management: Developing a Model of Effectiveness of Customer Business Development Teams," American Marketing Association Business Marketing Faculty Consortium, Northwestern University.
  70. Sundar Bharadwaj, "An Empirical Test of an Agency Theory Explanation of Marketing Expenditures." Paper Presented at the Marketing Science Conference, Los Angeles, CA
  71. Sundar Bharadwaj and Narakesari Narayandas (2000), "Relationship Management in High-Tech B2B Markets," Paper Presented at 2000 AMA Winter Educators Conference Proceedings (San Antonio, American Marketing Association, February).
  72. Sundar Bharadwaj and Narakesari Narayandas (2000), "The Changing Nature of Relationship Management: An Empirical Investigation in High-Tech B2B Markets," Paper Presented at the 6<sup>th</sup> Annual CBIM/ISBM Atlanta Conference.
  73. Sundar Bharadwaj and Anil Menon (1998), "Making Innovation Happen in Organizations: Is it Individual Creativity Learning Mechanisms or Organizational Creativity Learning Mechanisms or Both," Paper presented at the PDMA Conference, Atlanta.
  74. Sundar Bharadwaj (1998), "Who Wins and Who Loses in Buyer-Supplier Relationships," 1998 Relationship Marketing Conference, Atlanta.
  75. Sundar Bharadwaj, Goutam Challagalla and Jagdish Sheth (1998), "Learning and Co-Development Partnerships," 1998 Relationship Marketing Conference, Atlanta.
  76. Sundar Bharadwaj (1998), "Customer Retention and Firm Risk," Paper Presented at the 4<sup>th</sup> Annual CBIM/ISBM Atlanta Conference.
  77. Anil Menon, Sundar Bharadwaj, Phani Tej Adidam and Steven Edison (1997), "A Hybrid Model of Marketing Strategy Making: A Conceptualization and An Empirical Test," Paper Presented at the Academy of Marketing Science Conference, Miami, FL, May 1997. \* Selected for Best Paper in Marketing Strategy Track.
  78. Sundar Bharadwaj and Anil Menon (1997), "Modeling Competitive Reaction Timing: The Role

- of Firm- specific Resources and Organizational Context," Paper presented at the American Marketing Association Winter Educators' Conference, St. Petersburg, FL, February 1997.
79. Sundar Bharadwaj (1996), "Relationship Performance," Paper presented at the Informs Conference in Atlanta, November 1996.
  80. Sundar G. Bharadwaj (1996), "The Risk Implications of a Customer Retention Strategy in the Services Industry," Paper Presented at the 5<sup>th</sup> Annual Frontiers in Services Marketing Conference, Nashville, TN.
  81. Sundar G. Bharadwaj (1996), "The Risk Implications of a Customer Retention Strategy in the Manufacturing Industry," Paper Presented at the 1996 Research Conference: Contemporary Knowledge of Relationship Marketing.
  82. Sundar G. Bharadwaj and C. B. Bhattacharya (1996), "The Role of the Marketing Mix in Determining Persistence in Marketing Performance" Paper Presented at the Marketing Science Conference, Gainesville, FL.
  83. Anandhi Bharadwaj, Sundar Bharadwaj and Benn Konsynski (1995), "The Moderator role of Information Technology in Firm Performance: A Conceptual Model and Research Propositions," Paper Presented at the International Conference in Information Systems, Amsterdam.
  84. Sundar G. Bharadwaj (1994), "The Intangible Value of Relationship-Specific Firm Assets: An Empirical Examination," 1994 Relationship Marketing Conference, Atlanta.
  85. Sundar G. Bharadwaj and David M. Szymanski (1993), "Order of Entry Effects on Business Performance: A Reexamination," 1993 AMA Summer Educators Conference Proceedings (Boston, American Marketing Association, August).
  86. Michael McCoulough and Sundar G. Bharadwaj (1993), " The Joint Design of Empirical Investigation by the Antagonists: An Innovative Approach for the Development of Marketing Knowledge," 1993 AMA Winter Educators Conference Proceedings (Chicago, American Marketing Association, February).
  87. David M. Szymanski, Sundar G. Bharadwaj and P. Rajan Varadarajan (1992), "Do the Determinants of Business Performance Generalize Across Western Markets? Implications for Multinational Strategies," The 1992 Academy of International Business Conference, Brussels.
  88. Sundar G. Bharadwaj (1992), " Evaluation and Use of Market Research by Managers: The Role of Antecedent and Mediating Factors," 1992 American Marketing Association Summer Educators' Conference Proceedings (Chicago, American Marketing Association, August). \* Selected for Best Student Paper Award in the Buyer Behavior Track.
  89. Sundar G. Bharadwaj, Charles Futrell and Donna M. Katak (1992), "Antecedents of Student Satisfaction: A Causal Analysis," 1992 American Marketing Association Summer Educators' Conference Proceedings (Chicago, American Marketing Association, August). \* Selected for Best Student Paper Award in the Marketing Education Track.
  90. David M. Szymanski, Sundar G. Bharadwaj, P. Rajan Varadarajan (1992), " A Cross-National Comparison of the Determinants of Business Performance: Implications for Global vs. Multi-domestic Strategies," 1992 American Marketing Association Summer Educators' Conference Proceedings (Chicago, American Marketing Association, August).
  91. Sundar G. Bharadwaj, John Fahy and P. Rajan Varadarajan (1992), "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions," Proceedings, Academy of Marketing Science Conference, (San Diego, Academy of Marketing Science, April), 441-43. \* Received the Wayne Delozier Award for the Best Paper Presented at the Conference.
  92. Sundar G. Bharadwaj and Anil Menon (1992), "Determinants of Success in Service Industries:

- A PIMS-Based Empirical Investigation," Proceedings, Winter Marketing Educators' Conference, (San Antonio, American Marketing Association, February), 119.
93. Michael A. McCollough and Sundar G. Bharadwaj (1992), "The Recovery Paradox: An Examination of Consumer Satisfaction in Relation to Disconfirmation, Service Quality, and Attribution Based Theories," Proceedings, Winter Marketing Educators' Conference, (San Antonio, American Marketing Association, February), 506.
  94. Sundar G. Bharadwaj, Charles M. Futrell and Donna M. Katak (1991), "Changes in Student Attitudes in a Personal Selling Course: A Temporal Analysis," The Pi Sigma Epsilon National Conference in Sales Management.
  95. David M. Szymanski, Sundar G. Bharadwaj and P. Rajan Varadarajan (1991), "The Relationship Between Market Share and Profitability: A Meta-Analysis of PIMS Based Findings," Proceedings, AMA Summer Marketing Educators' Conference, (San Diego, American Marketing Association, August), 373-75.
  96. P. Rajan Varadarajan, P.N. Thirunarayana and Sundar G. Bharadwaj (1991) "Attitudes Towards Marketing Practices, Consumerism and Government Regulation: A Comparative Study of Marketing and Non-marketing Executives," Proceedings, Winter Marketing Educators' Conference (Chicago, American Marketing Association, February).
  97. Bharadwaj, Sundar G. (1990) "The Marketing Concept and Product Innovation," Proceedings, Summer Marketing Educators' Conference, (Washington D.C., American Marketing Association, August), 213.
  98. Sundar G. Bharadwaj (1990) "The Marketing Concept: Implementational Issues." Paper presented at the Eighth University of Houston Doctoral Symposium on Doctoral Research in Marketing.

#### **F. Book Chapters.**

1. Leslie Vincent, Sundar Bharadwaj and Gautam Challagalla (2017), "Antecedents, Consequences, and the Mediating Role of Innovation: Empirical Generalizations," in *The Handbook of Research in New Product Development*.
2. Sundar Bharadwaj (2010), "Customer Solutions," in Wiley International Encyclopedia of Marketing.
3. Sundar Bharadwaj and P. Rajan Varadarajan (2004), "Towards an Integrated Model of Business Performance," in *Review of Marketing*, M.E. Sharpe, Armonk, NY.
4. Sundar Bharadwaj and Raji Srinivasan (2004), "Event Studies in Marketing," in *Assessing Marketing Strategy Performance*, Editors Chris Moorman and Don Lehmann, Marketing Science Institute, Cambridge, MA.

## G. Other Publications

1. Cem Bahadir, Sundar Bharadwaj and Michael Parzen (2015), Empirical Generalization on “Organic Sales Growth” in Empirical Generalizations About Marketing Impact, Edited by Dominique Hanssens, Marketing Science Institute.
2. Vincent, Leslie, Sundar Bharadwaj and Goutam Challagalla (2015), Empirical Generalization on “Innovation Generation” in Empirical Generalizations About Marketing Impact, Edited by Dominique Hanssens, Marketing Science Institute
3. Vincent, Leslie, Sundar Bharadwaj and Goutam Challagalla (2009), Empirical Generalization on “Innovation Generation” in Empirical Generalizations About Marketing Impact, Edited by Dominique Hanssens, Marketing Science Institute.
4. Gruen, Tom, Daniel Corsten and Sundar Bharadwaj (2009), Empirical Generalization on “Out-of-Stocks” in Empirical Generalizations About Marketing Impact, Edited by Dominique Hanssens, Marketing Science Institute.
5. Szymanski, David, Lisa Troy and Sundar Bharadwaj (2009), Empirical Generalization on “Order of Entry and Market Share” in Empirical Generalizations About Marketing Impact, Edited by Dominique Hanssens, Marketing Science Institute.
6. Szymanski, David, Sundar Bharadwaj and Rajan Varadarajan (2009), Empirical Generalization on “Market Share and Profitability” in Empirical Generalizations About Marketing Impact, Edited by Dominique Hanssens, Marketing Science Institute.
7. Kapil Tuli and Sundar Bharadwaj (2009), Empirical Generalization on “Buyer-Supplier Relationships” in Empirical Generalizations About Marketing Impact, Edited by Dominique Hanssens, Marketing Science Institute.
8. Sundar Bharadwaj (2008), On Pluralistic Research: A Comment on the Research Scholarship of Professor Rajan Varadarajan. Converse Research Award, American Marketing Association.
9. Thomas Gruen, Daniel Corsten and Sundar Bharadwaj (2002), “Retail Out-of-Stocks: A Worldwide Examination of Extent, Causes, and Consumer Responses. Food Marketing Institute and Grocery Manufacturers of America.
10. Sundar Bharadwaj and Anil Menon (1997), “A Comment on the Application of the Kano Methodology in Meeting Customer Requirements in NASA’s Microgravity Science

- Research Program," Quality Management Journal, Volume 4(3), 107-110.
11. Sundar G. Bharadwaj (1996), "Letter commenting on 'Are U.S. Managers Superstitious About Market Share?'" in Sloan Management Review, Fall 1996, p6-7.
  12. Sundar G. Bharadwaj, P.N. Thirunarayana and P. Rajan Varadarajan (1991) "Attitudes Towards Marketing Practices, Consumerism and Government Regulation: A Survey of Consumers in an Industrializing Country," Vikalpa: The Journal of the Indian Institute of Management, Ahmedabad, Vol. 16 (January-March), 15-28.
  13. "Micromarket: Computer Applications (1991)," Supplement for use with text entitled, "Marketing: Concepts and Strategies", seventh edition, by W.M.Pride and O.C.Ferrell.(with Anandhi S. Bharadwaj and Carolyn F. Siegel).
  14. "Bird India Company (1985)," A case dealing with distribution strategy used in the marketing management course at the Institute of Rural Management, India (with S. Mahadevan).

**Invited Seminars** (a partial list):

Harvard Business School, Wharton Business School, BI (Norway) Bocconi University, Indiana University, Oxford University, University of Wisconsin, University of Massachusetts, Texas Christian University, Washington State University, North Carolina State, Texas A&M University (2008, 2010, 2016), University of Texas, Georgia Tech, KOC University, Singapore Management University, Indian School of Business, HEC, University of North Carolina, University of Pittsburgh, Colorado State University, Iowa State University, Ivey Business School, Texas Tech University, IDC (Herzaliya, Israel)

**TEAC  
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**Courses Taught at the University of Georgia**

- Marketing Analytics (Fast Track MBA Program)
- Seminar in Marketing Strategy (Ph.D)
- Special Topics Seminar in Marketing (Ph.D)
- Marketing Management (Full-time MBA and Exec MBA Programs)
- Marketing Strategy and Planning (MMR Program)
- Marketing Strategy (Executive MBA and Fast Track MBA Programs)
- Business-to-Business and Go-to-Marketing Strategy (Fast Track MBA)

**Courses Taught at the Wharton School, University of Pennsylvania**

- Marketing Strategy (Elective course to Executive MBAs, Full-time MBAs and BBAs)

**Courses Taught at Goizueta Business School, Emory University**

- Marketing Strategy Formulation (Ph.D Seminar – required for all marketing students)
- Marketing Strategy and Analysis (Modular Exec-MBA)
- Marketing Management (Case Based Core Course for Full-time, Exec, and part-time MBAs)



- Business-to-Business Marketing strategy (Case Based Elective Course for Full-time and part-time MBAs)
- Lead Week Course: Doing business in and with India
- Special Topics Practicum: International Health Management (Elective course for MBAs and Masters in Public Health)
- Principles of Marketing (Undergraduate Core course)
- Services Marketing (Undergraduate Elective course)
- Marketing Strategy (Undergraduate Elective Course)

#### **Courses Taught at Cornell University**

- Marketing Management

#### **Courses Taught at Singapore Management University**

- Marketing Strategy
- Marketing Management

#### **Courses Taught at HEC (Paris)**

- Marketing Strategy for MBAs
- Marketing Strategy and Metrics (for PhDs)

#### **Courses Taught at BI, Norway**

- Marketing Strategy and Metrics (for PhDs)

#### **Course taught at Indian School of Business**

- Marketing Management (MBA Core, PGP and PGP Max Program)
- Key Account Management (MBA Elective)
- Business and Marketing Performance Management (MBA Elective)
- Sales Management (MBA Elective)

#### **Courses taught at Texas A&M**

- Marketing Planning and Analysis
- New Product Development

#### **Courses Developed**

- Marketing Strategy Formulation (Ph.D Seminar at Georgia, Emory and thru ISBM's IPSS Doctoral Program Series)
- Special Topics seminar in Marketing (PH.D. Seminar At the University of Georgia)
- Graduate Courses in
  - Business-to-Business Marketing,
  - Marketing Strategy
  - Services Marketing,
  - Special Topics Practicum
  - Key Account Management
  - Sales Management
  - Business and Marketing Performance Management
  - Marketing Planning and Analysis

- Substantially modified and restructured the Core MBA Marketing Management Course at UGA and Emory

### **Executive Education Seminars**

- Executive Education, Life Insurance Corporation
- Executive Education, Indian Railways
- Executive Education, TATA Motors
- Executive Education, Abbott Vascular
- Executive Education, NORINCO
- Program Director, Marketing Excellence, Cox Communications
- Designed and developed a three-day executive program on Customer Management
- Designed, developed, and taught in three day executive program on e-Marketing
- Designed, developed and taught in two day executive program on service quality
- Taught in Goizueta Business School's Programs on (a) Goizueta Executive Program, (b) e- Business Strategy, (c) Strategic Brand Management, (d) Management Development Program, (e) Marketing Strategies Program, and Developing High Performance Managers Program
- Taught on behalf of Singapore Management University in dedicated programs for clients  
such as Schneider Electric, Singhealth, Synovate
- Also taught on behalf of Goizueta Business School in dedicated programs for clients such as ADP, Kilpatrick Stockton, McKesson Information Solutions, Siemens Worldwide, Suez, Rock-Tenn, Home Depot, JM Huber, Limak.
- Designed and taught programs at IBM through Duke CE
- Designed and taught programs at ISB for Accenture, Microsoft, Mahindra-British Telecom

## **SERVICE**

### **Professional Service**

- Editorial Board Member – *Journal of Marketing*
- Editorial Board Member-Journal of Academy of Marketing Science (1999-2010)
- Editorial Board Member – AMS Review
- Editorial Board Member-Journal of Strategic Marketing(1998-2010)
- Editorial Board Member – Journal of Business Venturing

### **Reviewing**

- Ad hoc reviewer, *Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Management Science, Decision Science, Journal of Business Research, Journal of Retailing, International Business Review, Research in Marketing*
- Reviewer for American Marketing Association Conferences
- Reviewer for Academy of Marketing Science Conferences
- Reviewer for Relationship Marketing Conferences

### **Conference Participation**

- Conference Co-Chair, American Marketing Association Winter Educators Conference, 2012
- Co-Track Chair, Marketing Strategy, American Marketing Association Winter Educators Conference, 2011
- ISBM PhD Camp Counselor 2010
- Chair, Global Research Conference on Service Excellence, Singapore, July 2010
- Co-Track Chair, Marketing Strategy, American Marketing Association Summer Educators Conference, 2010
- Chair, Inaugural Global Research Conference on Service Excellence, Singapore, July 2009
- Co-chair, *Inform's Marketing Science Conference*, July 2005, 2007
- Co-Chair, Marketing Meets Wall Street, Inaugural event 2009
- Co-Track Chair, Marketing Strategy, American Marketing Association Summer Educators Conference, 2005
- AMA Doctoral Consortium Faculty, 2004, 2005, 2009, 2010, 2011, 2013.
- Chair, AMA Sheth Doctoral Consortium, 2002
- Track Chair, Marketing Strategy, American Marketing Association Summer Educators Conference, 2001
- Track Chair, Relationship Marketing Conference, 2000
- Track Co-Chair, Strategy and Global Marketing, 1999 American Marketing Winter Educators' Conference
- Session Chair, 1997 American Marketing Association Winter Educators Conference
- Session Chair, 1996 American Marketing Association Winter Educators Conference
- Session Chair, 1996 American Marketing Association Winter Conference, Hilton Head
- Discussant, 1994 Academy of Marketing Science Conference, Nashville
- Session chair, 1994 AMA Faculty Consortium on Relationship Marketing, Atlanta.
- Chair of Blue Ribbon Committee to Select the Best Paper for the 1994 Relationship Marketing Conference, Atlanta.

### **Service at the University of Georgia**

- Ph.D Program Coordinator – Marketing Department (2011-2015)
- Dean's Advisory Committee
- Graduate Coordinator's Committee (2011-Present)
- University of Georgia – P&T Committee (2011-2015)
- Chair, Professional & Applied Studies, University P&T Committee (2014)
- University Council Member

### **Service at Goizueta Business School**

- Promotion and Tenure Committee
- MBA Curriculum Implementation Committee
- Research Director, Emory Marketing Institute, Emory University.
- Area Coordinator, Marketing Area (2002-2003)
- Ph.D Program Marketing Area Coordinator (2002-2005)

- Ph.D. Program Design Committee
- Served on Doctoral Program, Executive MBA, MBA Program committees, MBA Program Committee, Evening MBA Program committee, BBA Program Committee
- Served on (at different times) Research Committee, , Library Committee
- Adhoc committee on Next Steps in Goizueta MBA Program
- Adhoc committee evaluating promotion and tenure process

### **Service at Emory University**

- Member, University Level Faculty Council 2006-2009
- Academic Board Member, Institute for Developing Nations 2007-2009
- Editorial Board, Academic Exchange
- Member, Emeritus College Committee

### **Doctoral Students**

1. Leslie Vincent, Georgia Tech, Co-chair, Winner of AMA-TECH SIG Doctoral Dissertation Award, 2005 (Initial placement Assistant Professor, University of Kentucky).
2. Kapil Tuli, Co-chair. (Currently Associate Professor with tenure, Singapore Management University)
3. S. Cem Bahadir, Co-chair. (Currently Assistant Professor, Ozyegin University)
4. Brian Murtha, Georgia Tech, Co-chair (Currently Assistant Professor, University of Kentucky).
5. Martha Tipton, Chair (Currently Assistant Professor, Singapore Management University, Fall 2009)
6. Jade Dekinder, (Committee Member, Assistant Professor, University of Texas)
7. Adina Barbulescu, Co-chair. (Initial Placement Assistant Professor, University of Tennessee, Fall 2009).
8. Guiyang Xiong, Chair. (Winner ISBM dissertation Proposal Award 2010; Currently Assistant Professor of Marketing, University of Georgia, Fall 2010).
9. Ashutosh Patil, Georgia Tech, Member (Currently Assistant Professor of Marketing, Boston College, Fall 2010).
10. Omar Rodriguez Vila, Chair (Currently Assistant Professor of Marketing, Georgia Tech, Fall 2012.)
11. Cem Ozturk, Committee Member. Currently Assistant Professor of Marketing, Georgia Tech, Fall 2012.)
12. Nick Bowning, Committee Member. Currently, Assistant Professor of Journalism, Indiana University.
13. Atanas Nik Nikolov (Current), Chair, University of Georgia (Assistant Professor, Washington State University, Pullman ).
14. Ashish Sharma (Current), Chair, University of Georgia.
15. Prakash Satyavageswaran, Member, Indian school of Business.
16. Ashish Galande, Member, Indian School of Business.
17. Myoung-Jin-Chae, Member, Georgia Tech.

## **PROFESSIONAL AFFILIATIONS**

- Member, American Marketing Association.
- Member, INFORMS.