Puneet Manchanda

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Google Scholar Page: https://scholar.google.ca/citations?user=BivJxDoAAAAJ&hl=en

I. **Professional Experience**

Ross School of Business, University of Michigan.
> Isadore and Leon Winkelman Professor (September 2010-).
> Area Chair, Marketing Area (Jul 2010-Dec 2013, August 2014-Jun 2016).
> Professor of Marketing (September 2009-).
> Associate Professor of Marketing with Tenure (August 2007-August 2009).

Sandra Dawson Fellow, Judge Business School, Cambridge University, Cambridge, UK, April 2023.

Michigan Institute for Data Science, University of Michigan.
> Faculty Affiliate (2014-)

Institute for Healthcare Policy and Innovation, University of Michigan.
> Faculty Expert (2015-)

London Business School, London, UK.
> Visiting Professor of Marketing (2016, 2014).

Graduate School of Business, University of Chicago.
> Associate Professor of Marketing (August 2003-July 2007).
> Assistant Professor of Marketing (August 1998-July 2003).
> Kilts Center Faculty Fellow (2001-2003, 2004-2005).
> Beatrice Foods Company Faculty Scholar (2002-2003).
> True North Communications Inc. Faculty Scholar (1999-2000, 2005-2006).

Center for Health and the Social Sciences, University of Chicago.
> Faculty Affiliate (2005-2007).

Columbia University, New York, NY, 1995-98.
> Lecturer in Marketing.

Unilever India, 1990-93.
>Area Sales Manager, Hindustan Lever Limited, Bombay, 1992-93.
>Assistant Brand Manager, Pond's India Limited, Madras, 1991.
>Management Trainee, Pond's India Limited, Madras, 1990.

University of Bombay, Bombay, India, 1992-93.
>Adjunct Faculty in Business.

ORG Systems (Unisys Inc. partner in India), 1987-88.
>Communications Software Engineer, Baroda, India.

II. Educational Background

A. Degrees

Doctor of Philosophy, Graduate School of Business, Columbia University, New York, NY, 1998.

Master of Philosophy, Graduate School of Business, Columbia University, New York, NY, 1997.

Post Graduate Diploma in Management (M.B.A), Indian Institute of Management, Ahmedabad, India, 1990.

Bachelor of Engineering (Honors) Electrical & Electronics Engineering, Birla Institute of Technology and Science, Pilani, India, 1987.

B. Dissertation: "A Multi-Category Analysis of Shopping Behavior," Columbia University, NY, 1998.

III. Awards and Honors

Ross Global MBA Teaching Excellence Award, Ross School of Business, University of Michigan, 2023.

Included in the *Poets & Quants* list of "Favorite MBA Professors of the Class of 2022."

Senior Faculty Research Award, Ross School of Business, University of Michigan, 2021.

Included in the *Poets & Quants* list of "Favorite MBA Professors of the Class of 2021."

Ross Executive MBA Teaching Excellence Award, Ross School of Business, University of Michigan, 2019.

Finalist, 2019 Marketing Science Institute/H. Paul Root Award for "Pattabhiramaiah, Adithya, S. Sriram and Puneet Manchanda (2019), "Paywalls: Monetizing Online Content." This award honors the *Journal of Marketing* article published in 2019 that has made a significant contribution to the advancement of the practice of marketing.

Best Paper Award, INFORMS 2017 Conference, eBusiness Section for "Huang, Yan, Stefanus Jasin and Puneet Manchanda (2017), "'Level Up': Leveraging Skill and Engagement to Maximize Player Retention in Online Video Games," now published in *Information Systems Research (2019)*.

Finalist, 2017 INFORMS Society for Marketing Science Long Term Impact Award for "Heterogeneous Learning and the Targeting of Marketing Communication for New Products." This award is for papers that are viewed to have had "*a significant long run impact on the field of Marketing.*"

Finalist, 2015 American Marketing Association William F. O'Dell Award for "Asymmetric Social Interactions in Physician Prescription Behavior: The Role of Opinion Leaders." This award honors the *Journal of Marketing Research* article published in 2010 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.

Ross Contribution to Research Environment (CORE) Award, Ross School of Business, University of Michigan, 2013.

Nominee, *Ross (Day) MBA Teaching Excellence Award*, Ross School of Business, University of Michigan, 2010, 2011, 2013.

Finalist, 2012 *International Journal of Research in Marketing* Best Paper Award **for** "Marketing Activity, Blogging and Sales."

Ross Global MBA Teaching Excellence Award, Ross School of Business, University of Michigan, 2012.

Management Science Distinguished Service Award (Associate Editor), 2010, 2011, 2012.

Researcher of the Year, Ross School of Business, University of Michigan, 2011.

Ross Part-time MBA Teaching Excellence Award, Ross School of Business, University of Michigan, 2011.

Finalist, 2010 INFORMS Society for Marketing Science John DC Little Award for "Heterogeneous Learning and the Targeting of Marketing Communication for New Products." This award is given annually to the "*best marketing paper published in Marketing Science and Management Science.*"

Finalist, 2009 INFORMS Society for Marketing Science Long Term Impact Award for "The 'Shopping Basket': A Model for Multi-Category Purchase Incidence Decisions." This award is for papers that are viewed to have had "*a significant long run impact on the field of Marketing.*"

Included in Top 50 Productive Researchers in Marketing from 1982 to 2006.
- Seggie, S. H. and D. A. Griffith (2009), "What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals," *Journal of Marketing*, 73(1), 122-132.

Young Scholar, Marketing Science Institute, 2006 (Reunion), 2001.

True North Communications Inc. Scholar, Graduate School of Business, University of Chicago, 1999-2000, 2005-2006.

Finalist, 2005 American Marketing Association Paul Green Award for "The Dynamic Effect of Innovation on Market Structure." This award is given to an article in the Journal of Marketing Research (previous year) that "shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing."

Kilts Center Faculty Fellow, Graduate School of Business, University of Chicago, 2001-2003, 2004-2005.

Beatrice Foods Company Faculty Scholar, Graduate School of Business, University of Chicago, 2002-2003.

Junior Scholar Award, RU 2000: Conference and Workshop on Random Utility Theory and Probabilistic Measurement Theory, Fuqua School of Business, Duke University, 2000.

Runner-Up, Student Paper Competition, AMA Public Policy and Marketing Conference, 1997, Boston, MA.

American Marketing Association Doctoral Consortium Fellow, 1996.

Delegate, Doctoral Internationalization Consortium in Marketing, Center for International Business Education and Research, University of Texas, Austin, TX, 1995.

Dean's List (Beta Gamma Sigma), Graduate School of Business, Columbia University, 1993-94.

First Class Honors, Birla Institute of Technology and Science, Pilani, India.

IV.   **Publications and Research**

A. **Publications**

Cho, Jihoon, Anocha Aribarg and Puneet Manchanda (2023), "Can Firms Benefit From Integrating High-Frequency Survey Measures with Objective Service Quality Data," *International Journal of Research in Marketing*, **40** (3), 513-533.

Daurer, Stephan, Dominik Molitor, Martin Spann and Puneet Manchanda (2023), "Digitizing Offline Search: An Empirical Analysis of Search Behavior on the Mobile Search Behavior in Offline Shopping," *Decision Support Systems*, **174** (November).

Zhang, Xu, Puneet Manchanda and Junhong Chu (2021), "'Meet Me Halfway': The Costs and Benefits of Bargaining," *Marketing Science,* **40** (6), 1081-1105.

Reza, Sadat, Puneet Manchanda and Juin-Kuan Chong (2021), "Identification and Estimation of Endogenous Peer Effects using Partial Network Data from Multiple Reference Groups," *Management Science*, **67** (8), 5070-5105.

Dowling, Katharina, Puneet Manchanda and Martin Spann (2021), "The Existence and Persistence of the Pay-per-Use Bias in Car Sharing Services," *International Journal of Research in Marketing*, **38** (2), 329-342.

Guo, Tong, S. Sriram and Puneet Manchanda (2021), "'The Effect of Information Disclosure on Industry Payments to Physicians," *Journal of Marketing Research*, **58** (February), 115-140.

Guo, Tong, S. Sriram and Puneet Manchanda (2020), "'Let the Sun Shine In': The Impact of Industry Payment Disclosure on Physician Prescription Behavior," *Marketing Science*, **39** (3), 516-539.
- Chosen for coverage for the *Marketing Science Brand Ambassador Program.*

Ailawadi, Kusum, Tat Chan, Puneet Manchanda, K. Sudhir (2020), "Introduction to the Special Issue on Marketing Science and Health," *Marketing Science*, **39** (3), 459-464.

Huang, Yan, Stefanus Jasin and Puneet Manchanda (2019), "'Level Up': Leveraging Skill and Engagement to Maximize Player Game-Play in Online Video Games," *Information Systems Research*, **30** (3), 927-947.
- Best Paper Award, INFORMS 2017 Conference, eBusiness Section.

Pattabhiramaiah, Adithya, S. Sriram and Puneet Manchanda (2019), "Paywalls: Monetizing Online Content," *Journal of Marketing*, **83** (2), 19-36.
- Finalist, 2019 Marketing Science Institute/H. Paul Root Award.
- *Marketing Science Institute* Working Paper 17-107.
- Chosen for online webinar by Editor-in-Chief of *Journal of Marketing.*

Rajaram, Prashant, Puneet Manchanda and Eric M. Schwartz (2018), "Bingeability and Ad Tolerance: New Metrics for the Streaming Media Age," *The Workshops of the Thirty-Second AAAI Conference on Artificial Intelligence*, 93-99.

Chu, Junhong and Puneet Manchanda (2016), "Quantifying Cross and Direct Network Effects in Online C2C Platforms," *Marketing Science*, **35** (6), 870-893.
- Chosen for INFORMS press release by Editor-in-Chief of *Marketing Science*.

Hofacker, Charles, Ko de Ruyter, Nicholas Lurie, Puneet Manchanda and Jeff Donaldson (2016), "Gamification and Mobile Marketing Effectiveness," *Journal of Interactive Marketing*, **34** (May), 25-36.

Sriram, S., Pradeep K. Chintagunta and Puneet Manchanda (2015), "Service Quality Variability and Termination Behavior," *Management Science*, **62** (11), 2739-2759.

Manchanda, Puneet, Grant Packard and Adithya Pattabhiramaiah (2015), "Social Dollars: The Economic Impact of Consumer Participation in a Firm-Sponsored Online Community," *Marketing Science*, **34** (3), 367-387.
- *Marketing Science Institute* Working Paper 11-115.
- Profiled in *Strategy+Business* (January 2012).
- Top 2% of all downloads on SSRN.
- Chosen for INFORMS press release by Editor-in-Chief of *Marketing Science*.

Park, Hee Mok and Puneet Manchanda (2015), "When Harry Bet with Sally: An Empirical Analysis of Peer Effects in Casino Gambling Behavior," *Marketing Science*, **34** (2), 179-194. (Lead Article)
- *Marketing Science Institute* Working Paper 13-111.

Sriram, S., Puneet Manchanda, Mercedes Esteban Bravo, Junhong Chu, Liye Ma, Minjae Song, Scott Shriver and Upender Subramanian (2015), "Platforms: A Multiplicity of Research Opportunities," *Marketing Letters*, **26** (2), pp. 141-152.

Ohnishi, Hiroshi and Puneet Manchanda (2012), "Marketing Activity, Blogging and Sales," *International Journal of Research in Marketing*, **29** (3), 221-234.
- Finalist, 2012 *International Journal of Research in Marketing* Best Paper Award.
- *Marketing Science Institute* Working Paper 10-113.

Narayanan, Sridhar and Puneet Manchanda (2012), "An Empirical Analysis of Individual Level Casino Gambling Behavior," *Quantitative Marketing and Economics*, **10** (1), 27-62.

Dong, Xiaojing, Pradeep K. Chintagunta and Puneet Manchanda (2011), "A New Multivariate Count Data Model to Study Multi-category Physician Prescription Behavior," *Quantitative Marketing and Economics*, **9** (3), 301-337.

Nair, Harikesh, Puneet Manchanda and Tulika Bhatia (2010), "Asymmetric Social Interactions in Physician Prescription Behavior: The Role of Opinion Leaders," *Journal of Marketing Research*, **47** (October), 883-895.
- Finalist, 2015 American Marketing Association William F. O'Dell Award.

Nam, Sungjoon, Puneet Manchanda and Pradeep K. Chintagunta (2010), "The Effect of Signal Quality and Contiguous Word of Mouth on Customer Acquisition for a Video on Demand Service," *Marketing Science*, **29** (4), 690-700.

Sridhar Narayanan and Puneet Manchanda (2009), "Heterogeneous Learning and the Targeting of Marketing Communication for New Products," *Marketing Science*, **28** (3), 424-441.
- Finalist, 2017 INFORMS Society for Marketing Science Long Term Impact Award.
- Finalist, 2010 INFORMS Society for Marketing Science John DC Little Award.

Jiang, Renna, Puneet Manchanda and Peter E. Rossi (2009), "Bayesian Analysis of Random Coefficient Logit Models Using Aggregate Data," *Journal of Econometrics*, **149** (2), 136-148.

Dong, Xiaojing, Puneet Manchanda and Pradeep K. Chintagunta (2009), "Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior," *Journal of Marketing Research*, **46** (April), 207-221.

Manchanda, Puneet, Ying Xie and Nara Youn (2008), "The Role of Targeted Communication and Contagion in New Product Adoption," *Marketing Science*, **27** (6), 950-961.

Hartmann, Wesley R., Puneet Manchanda, Harikesh Nair, Matthew Bothner, Peter Dodds, David Godes, Kartik Hosanagar and Catherine Tucker (2008), "Modeling Social Interactions: Identification, Empirical Methods and Policy Implications," *Marketing Letters*, **19**, 287-304.

Manchanda, Puneet, Jean-Pierre Dube, Khim Yong Goh and Pradeep K. Chintangunta (2006), "The Effects of Banner Advertising on Internet Purchasing," *Journal of Marketing Research*, **43** (February), 98-108.

Manchanda, Puneet, Dick R. Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing J. Dong, Peter S. H. Leeflang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Thomas Steenburgh, Jaap E. Wieringa, Marta Wosinska and Ying Xie (2005), "Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry," *Marketing Letters*, **16** (3/4), 293-308.

Narayanan, Sridhar, Puneet Manchanda and Pradeep K. Chintagunta (2005), "Temporal Differences in the Role of Marketing Communication in New Product Categories," *Journal of Marketing Research*, **42** (August), 278-290.

Dube, Jean-Pierre, Guenter Hitsch and Puneet Manchanda (2005), "An Empirical Model of Advertising Dynamics," *Quantitative Marketing and Economics*, **3** (2), 117-144. (Lead Article)

Manchanda, Puneet and Elisabeth Honka (2005), "The Effects and Role of Direct-to-Physician Marketing in the Pharmaceutical Industry: An Integrative Review," *Yale Journal of Health Policy, Law and Ethics*, **5** (2), 785-822.
- Cited in a brief to the U.S. Supreme Court regarding the buying, selling and profiling of doctors' prescription records that are used by pharmaceutical companies to target doctors for specific marketing activities (http://sblog.s3.amazonaws.com/wp-content/uploads/2011/03/10-779-tsac-VT-Medical-Society.pdf; http://www.npr.org/2011/06/23/137382574/supreme-court-hands-drug-companies-twin-wins)

Dube, Jean-Pierre and Puneet Manchanda (2005), "Differences in Dynamic Brand Competition across Markets: An Empirical Analysis," *Marketing Science*, **24** (1), 81-95.

Manchanda, Puneet, Peter E. Rossi and Pradeep K. Chintagunta (2004), "Response Modeling with Non-Random Marketing Mix Variables," *Journal of Marketing Research*, **41** (November), 467-478.

Manchanda, Puneet and Pradeep K. Chintagunta (2004), "Responsiveness of Physician Prescription Behavior to Salesforce Effort: An Individual Level Analysis," *Marketing Letters*, **15**:2-3, 129-145.

Brijs, Tom, Dimitris Karlis, Gilbert Swinnen, Koen Vanhoof, Geert Wets and Puneet Manchanda (2004), "A Multivariate Poisson Mixture Model for Marketing Applications," *Statistica Neerlandica*, **58** (3), 322-348.

Van Heerde, Harald J., Carl F. Mela and Puneet Manchanda (2004) "The Dynamic Effect of Innovation on Market Structure," *Journal of Marketing Research*, **41** (May), 166-183.
- Finalist, 2005 American Marketing Association Paul Green Award.

Van Osselaer, Stijn M. J., Joseph W. Alba and Puneet Manchanda (2004), "Irrelevant Information and Mediated Intertemporal Choice," *Journal of Consumer Psychology*, **14** (3), 257-270.

Jedidi, Kamel, Sharan Jagpal and Puneet Manchanda (2003), "Measuring Heterogenous Reservation Prices for Product Bundles," *Marketing Science*, **22**, 107-130.

Manchanda, Puneet, Asim Ansari and Sunil Gupta (1999), "The 'Shopping Basket': A Model for Multi-Category Purchase Incidence Decisions," *Marketing Science*, **18**, 95-114. (Lead Article)
- Finalist, 2009 INFORMS Society for Marketing Science Long Term Impact Award.

Russell, Gary, David Bell, Anand Bodapati, Christina Brown, Jeongwen Chiang, Gary Gaeth, Sunil Gupta and Puneet Manchanda (1997), "Perspectives on Multiple Category Choice," *Marketing Letters*, **8** (3), 297-305.

Manchanda, Puneet, Sunil Gupta and William R. Dillon (1997), "More Smoke than Fire: Do Cigarette Prices Really Matter?," *Marketing and Public Policy Conference Proceedings*, eds. E. Iyer and G. R. Milne, **7**, 46-47, AMA.

B. **Research in Progress**

Fong, Jessica, Puneet Manchanda and Yu Song (2024), "How Effective is Suggested Pricing?: Experimental Evidence from a Digital Marketplace," Working Paper, University of Michigan.

Song, Yu and Puneet Manchanda (2023), "Does Carrying News Increase Engagement with Non-News Content on Social Media Platforms?," Working Paper, University of Michigan.

Castelo-Branco, Bruno and Puneet Manchanda (2023), "Hot Triggers vs Cold Preferences: Consumption Patterns in Digital Media, Working Paper, University of Michigan.

Castelo-Branco, Bruno and Puneet Manchanda (2023), "Is Video Gaming Addictive?: An Empirical Analysis."
- "Outstanding Project Design Winner," 2020 MIDAS Symposium Poster Competition, University of Michigan.

Kapoor, Anuj, Sridhar Narayanan and Puneet Manchanda (2022), "Does Access to Human Coaches Lead to More Weight Loss than With AI Coaches Alone?", Working Paper, Stanford University.

Deng, Yiting, Xingyi Li, Puneet Manchanda and Bert De Reyck (2022), "Can Lower Expert Opinions Lead to Better Consumer Ratings?: The Case of Michelin Stars," Working Paper, University College London.

Cong, Ziwei, Jia Liu and Puneet Manchanda (2021), "The Role of 'Live' in Livestreaming Markets: Evidence Using Orthogonal Random Forest," Working Paper, Hong Kong University of Science and Technology.

Rajaram, Prashant, Puneet Manchanda and Eric Schwartz (2018), "Finding the Sweet Spot: Ad Targeting on Streaming Media," Working Paper, University of Michigan.
- *Marketing Science Institute* Working Paper 20-116.
- "Best Paper Award," 2019 Haring Symposium, Indiana University.
- "Mostly Likely Transformative Science Award," 2018 MIDAS Symposium Poster Competition, University of Michigan.

Zhang, Xu, Junhong Chu and Puneet Manchanda (2021), "Online Healthcare Platform Evolution: The Interplay of Bargaining and Network Effects," Working Paper, London Business School.

Rajaram, Prashant and Puneet Manchanda (2020), "Video Influencers: Unboxing the Mystique," Working Paper, University of Michigan.
- *Marketing Science Institute* Working Paper 20-147.

D'Assergio, Caterina, Puneet Manchanda, Elisa Montaguti and Sara Valentini (2020), "How to Win The Race for Data: Endorsing or Gaming the System?", Working Paper, University of Bologna.

Cheon, Hayoung, Tong Guo, Puneet Manchanda, S. Sriram (2021), "The Impact of Marijuana Legalization on Opioid Prescriptions," Working Paper, University of Michigan.

Kim, Eunsoo, Puneet Manchanda and Xu Zhang (2023), "Social versus Economic Factors in Network Formation: An Empirical Analysis of the Multilevel Marketing Industry," Working Paper, University of Michigan.

Kim, Eunsoo and Puneet Manchanda (2020), "The Impact of Network and Spatial Embeddedness on Salespeople Inactivity in Direct Selling Organizations," Working Paper, Nanyang Technological University.

Clyde, Paul, Jagadeesh Sivadasan, Aneel Karnani, Puneet Manchanda and M. P. Narayanan (2018), "The Social Impact of Profit-Maximizing Firms," Working Paper, University of Michigan.

C. **General Research Interests**

Digital Markets, Causal Inference, Response Models, Structural Models, Social Networks, Innovation Adoption, Advertising, Two-sided Markets, Multi-Category Models, Empirical Industrial Organization, Econometric Methods, Hierarchical Bayes Methods, Machine Learning, Markov Chain Monte Carlo Methods.

D. **Invited Research Seminars**

- Booth School of Business, University of Chicago, Fall 2024. (scheduled)
- Faculty of Business Administration, Universite Laval, Quebec City, Canada, Winter 2024.
- Tepper School of Business, Carnegie Mellon University, Fall 2023, Winter 2019.
- China Europe International Business School, Shanghai, China, Summer 2023.
- Judge Business School, Cambridge University, Cambridge, UK, Spring 2023, Summer 2015 (Marketing Research Camp), Spring 2014.

- Anderson Graduate School of Management, University of California, Los Angeles, Spring 2023 (Marketing Camp), Spring 2003.
- Carey School of Business, Arizona State University, Winter 2023.
- Department of Economics, Tilburg University, the Netherlands, Fall 2022, Fall 2014, Spring 2001.
- School of Business, George Mason University, June 2022.
- College of Business, City University of Hong Kong, Fall 2021.
- Asper School of Business, University of Manitoba, Fall 2021.
- Marshall School of Business, University of Southern California, Fall 2021, Fall 2005.
- Smeal College of Business, Pennsylvania State University, Winter 2021.
- Carlson School of Management, University of Minnesota, Winter 2021.
- HEC, Paris, Winter 2021.
- University College, London, UK, Fall 2019.
- University of Zurich, Zurich, Switzerland, Fall 2019.
- Sauder School of Business, University of British Columbia, Fall 2019, Fall 2009.
- Simon School of Business, University of Rochester, Spring 2019, Spring 2011, Fall 1997.
- Hong Kong University of Science and Technology, Hong Kong, Fall 2018 (Marketing Camp), Fall 2004.
- Krannert Graduate School of Business, Purdue University, Fall 2018.
- New Economic School, Moscow, Russia, Fall 2018.
- Frankfurt School of Finance and Management, Frankfurt, Germany, Fall 2018.
- Ross School of Business, University of Michigan, Winter 2018 (Hosmer-Hall Series), Winter 2015 (Hosmer-Hall Series), Fall 2007 (Hosmer Series), Spring 2006, Fall 1997.
- Graduate School of Business, Columbia University, Spring 2018, Spring 2004.
- Wisconsin School of Business, University of Wisconsin-Madison, Fall 2017, Winter 2011.
- Bocconi University, Milan, Italy, Spring 2017.
- Darla Moore School of Business, University of South Carolina, Spring 2017.
- WU Vienna University of Economics and Business, Vienna, Austria, Summer 2016.
- Foster School of Business, University of Washington, Spring 2016 (Marketing Camp), Summer 2005.
- Goizueta Business School, Emory University, Spring 2016.
- School of Management, Yale University, Spring 2016, Spring 2006, Spring 1998.
- Carey School of Business, Johns Hopkins University, Spring 2016.
- Desautels Faculty of Management, McGill University, Winter 2016.
- Katz School of Business (Sheth Camp), University of Pittsburgh, Winter 2016.
- Faculty of Management, Economics & Social Science, University of Cologne, Germany, Winter 2016.
- Nanyang Business School, Nanyang Technological University, Singapore, Fall 2015.
- School of Management, Fudan University, Shanghai, China, Summer 2015.

- Naveen Jindal School of Management, University of Texas, Dallas, Winter 2015, Fall 1997.
- C.T. Bauer School of Business, University of Houston, Fall 2014.
- Rotterdam School of Management, Erasmus University, the Netherlands, Fall 2014, Fall 2009.
- Fox School of Business, Temple University, Fall 2014.
- Ludwig-Maximilians-University, Munich, Germany, Summer 2014, Summer 2012.
- Goethe University, Frankfurt am Main, Germany, Summer 2014.
- London Business School, UK, Spring 2014, Spring 2012, Spring 2008, Summer 2006.
- Said Business School, Oxford University, Oxford, UK, Spring 2014.
- Faculty of Economics & Management, University of Leuven - KU Leuven, Belgium, Spring 2014.
- Department of Business Administration, Universidad Carlos III de Madrid, Spain, Spring 2014.
- Industrial Engineering Department, Universidad de Chile, Chile, Fall 2013.
- Leeds School of Business, University of Colorado at Boulder, Summer 2013, Spring 2002, Fall 1997.
- Ford Motor Company Research & Advanced Engineering Group, Dearborn, MI, Summer 2013.
- HEC, Paris, Summer 2013.
- Cheung Kong Graduate School of Business, Beijing, Winter 2013.
- Tsinghua University School of Economics and Management, Beijing, Winter 2013.
- Smith School of Business, University of Maryland, Fall 2012.
- Inaugural UConn ING Global Colloquium, School of Business, University of Connecticut, Winter 2012.
- Graduate School of Management, University of California, Davis, Fall 2011.
- Rotman School of Management, University of Toronto, Spring 2011, Spring 2002.
- Kenan-Flagler Business School Marketing Modeling Camp, University of North Carolina, Spring 2011.
- Sauder School of Business, University of British Columbia, Fall 2009.
- Fuqua School of Business, Duke University, Spring 2009, Fall 1997.
- University of Guelph, Canada, Fall 2008.
- National University of Singapore, Singapore, Fall 2008.
- University of Chicago Health Economics, Spring 2008.
- INSEAD, Winter 2008, Fall 1997.
- Tippie College of Business, University of Iowa, Spring 2008 (Marketing Camp), Spring 2004.
- University of Notre Dame, Spring 2008.
- School of Pharmacy, University of Michigan, Winter 2008.
- Information Systems, University of Michigan, Fall 2007.
- Christian-Albrechts-University at Kiel, Germany, Fall 2007.
- Booth School of Business, University of Chicago, Fall 2007 (Organizations & Markets group), Spring 1999, Fall 1997 (Marketing group).

- Department of Economics, Erasmus University, Rotterdam, Fall 2007.
- McCombs School of Business, University of Texas at Austin, Spring 2007, Spring 1998.
- College of Business, University of Missouri, Columbia, Fall 2006.
- The Tuck School, Dartmouth College, Fall 2006, Fall 1997.
- The Wharton School, University of Pennsylvania, Fall 2006, Fall 1997.
- Department of Economics, Stony Brook University, Spring 2006.
- University of Groningen, the Netherlands, Summer 2005.
- Harris School of Public Policy, University of Chicago, Spring 2005.
- Rady School of Management, University of California, San Diego, Spring 2005.
- School of Management, Boston University, Fall 2004.
- AC Nielsen-BASES, Chicago, Summer 2004.
- Stern School of Business, New York University, Spring 2004, Fall 1997.
- School of Management, University at Buffalo, Spring 2004.
- Olin School of Business, Washington University at St. Louis, Spring 2004, Fall 1997.
- Management Development Institute, Gurgaon, India, Spring 2004.
- Graduate School of Business, Stanford University, Spring 2004, Fall 1997.
- Management Science Group, Wyeth Pharmaceuticals, Collegeville, PA, Fall 2003.
- Graduate School of Management, University of California, Irvine, Spring 2003.
- Anderson Graduate School of Management, University of California, Riverside, Spring 2003.
- School of Business Administration, University of Wisconsin, Milwaukee, Spring 2003.
- Indian Institute of Management, Bangalore, India, Spring 2003, (via videoconference).
- Indian Institute of Foreign Trade, New Delhi, India, Spring 2002.
- Johnson School of Management, Cornell University, Fall 2001.
- Haas School of Business, University of California at Berkeley, Spring 2001.
- Kellogg Graduate School of Management, Northwestern University, Spring 2001.
- Facultad De Ciencias Economicas, Universidad Nacional De La Plata, La Plata, Republic of Argentina, Fall 1999.
- Faculty of Management, Rutgers University, Fall 1997.
- Cox School of Business, Southern Methodist University, Fall 1997.
- Sloan School of Management, MIT, Fall 1997.

E. **Conferences**

Organizing

Advisory Board Member, *Marketing Dynamics Conference*, University of Maryland, College Park, June 5-8, 2019.

Co-chair, *11th Annual Frank M. Bass UTD-FORMS Conference*, University of Texas at Dallas, Mar 2-4, 2017.

Co-chair, *INFORMS Marketing Science and Health Conference*, Washington University at St. Louis, Nov 11-12, 2016.

Program Committee Member, 1st International Data Science for Human Capital Management Workshop, *IEEE International Conference on Data Mining*, New Orleans, Nov 18-21, 2017.

Speaking

Invited Faculty Fellow, *AMA Sheth Doctoral Consortium*, Manchester Business School, Manchester, UK, June 11–14, 2024.

Keynote Speaker, 2024 Conference "Customer Journeys in a Digital World," Bocconi University, Milan, June 3-5, 2024. (forthcoming)

Invited Discussant, Workshop on Platform Analytics, University of California, San Diego, Apr 6-7, 2024.

Keynote Speaker, *2023 Conference on Artificial Intelligence, Machine Learning and Digital Analytics*, Temple University, Dec 1-2, 2023.

Invited Senior Faculty Fellow, *2023 ISMS Early Career Scholars Camp*, Oct 27-28, 2023, Duke University.

Invited Speaker, *Columbia Marketing Division Alumni Conference,* Columbia Business School, Columbia University, Oct 13, 2023.

Participant, "Choice in the Platform Economy – Challenges & Opportunities," 12th Triennial Invitational Choice Symposium, INSEAD, France, Aug 8-11.

Invited Faculty Fellow, *ISMS Doctoral Consortium*, University of Miami, June 7, 2023.

Keynote Speaker, *2022 Conference on Artificial Intelligence, Machine Learning and Digital Analytics*, Harvard Business School, Dec 16-17, 2022.

Invited Senior Faculty Fellow, *2022 ISMS Early Career Scholars Camp*, Oct 28-29, 2022, Duke University.

Invited Speaker, *Marketing Science Institute* Webinar, Sep 20, 2022.

Invited Faculty Fellow, *AMA Sheth Doctoral Consortium*, University of Texas, Austin, June 29–July 2, 2022.

Invited Faculty Fellow, *ISMS Doctoral Consortium*, University of Chicago, June 15, 2022.

Keynote Speaker, *2021 Conference on Artificial Intelligence, Machine Learning and Digital Analytics*, Virtual Conference, Dec 2-3, 2021.

Invited Speaker, EMAC SIG Digital Marketing Speaker Series, Nov 11, 2021.

Invited Faculty Fellow, *ISMS Doctoral Consortium*, University of Rochester, June 2, 2021.

Keynote Speaker, *2020 Conference on Artificial Intelligence, Machine Learning and Digital Analytics*, Virtual Conference, Dec 10-11, 2020.

Invited Faculty Fellow, *ISMS Doctoral Consortium*, Duke University, June 10, 2020.

Keynote Speaker, *14th Annual Frank M. Bass UTD-FORMS Conference*, University of Texas at Dallas, Feb 27-29, 2020.

Keynote Speaker, *2019 Conference on Artificial Intelligence, Machine Learning and Digital Analytics*, Temple University, Dec 12-13, 2019.

Invited Speaker, *JHU Carey Conference on Health Care Markets*, John Hopkins University, Oct 24-25, 2019.

Invited Faculty Fellow, *ISMS Doctoral Consortium*, University of Roma Tre, Rome, Italy, June 19, 2019.

Invited Speaker, *Multichannel Management Conference*, University of Bologna, Bologna, Italy, June 16-18, 2019.

Invited Speaker, *Workshop on Machine Learning*, Carnegie Mellon University, Pittsburgh, May 25-26, 2019.

Invited Speaker (and Discussant), *Faculty Development Forum: Junior Faculty in Marketing Science*, Washington University at St. Louis, May 2-4, 2019.

Keynote Speaker, *Interactive Marketing Research Conference*, Texas A&M University, Houston, TX, March 27-29, 2019.

Invited Panelist, Panel titled "Digital Marketing Applications of Artificial Intelligence and Deep Learning," *INFORMS Marketing Science Conference*, June 14, 2018, Temple University, Philadelphia.

Invited Faculty Fellow, *ISMS Doctoral Consortium*, June 13, 2018, Temple University, Philadelphia.

Distinguished Scholar Keynote Speaker, *Haring Symposium*, Indiana University, Bloomington, Apr 13-14, 2018.

Invited Keynote Speaker, 2017 NYU Conference on Digital, Mobile Marketing and Social Media Analytics, NY, Dec 8-9, 2017.

Invited Faculty Fellow, *ISMS Doctoral Consortium*, June 7, 2017, University of Southern California, Los Angeles.

Invited Speaker, 2016 US Business School Professors Invitation Program, Keizai Koho Center, Tokyo, Japan, May 30 – June 3, 2016.

Invited Discussant, *Quantitative Marketing & Economics Conference*, Sloan School of Management, MIT, Oct 9-10, 2015.

Invited Faculty Fellow, *50th AMA Sheth Doctoral Consortium*, July 15-19, 2015, London Business School, London, UK.

Invited Faculty Fellow, *INFORMS Doctoral Consortium*, June 17, 2015, Johns Hopkins University, Baltimore.

Invited Participant, *Mobile Marketing and its Implications for Retailing*, Center for Retailing Studies, Texas A&M University, Jan 21-23, 2015.

Keynote Speaker, *Leeds International Big Data Symposium*, Leeds University, London, Jan 7-9, 2015.

Invited Speaker, NYU Center on U.S.-China Relations, New York University, NY, Dec 5, 2014.

Invited Discussant, *Big Data Conference*, Kilts Center for Marketing, Booth School of Business, University of Chicago, Chicago, Oct 31, 2014.

Invited Speaker, *14th Marketing Dynamics Conference*, Chicago Booth/Stanford GSB, Las Vegas, Aug 21-23, 2014.

Invited Speaker, *2014 AMA – ECMI – EMAC Marketing & Innovation Symposium*, Erasmus University, Rotterdam, May 27-28, 2014.

Invited Panelist, Mindshare Big Data Huddle, *Advertising Week Europe*, London, April 2, 2104.

Invited Speaker, *Insights 2013: Responsible Gambling Best Practices for Player Incentives*, Responsible Gambling Council, Toronto, Canada, Dec 8-10, 2013.

Invited Speaker, *2013 Yale China India Insights Conference*, Yale/CKGSB, New York, Sep 20-21, 2013.

Co-Chair of session titled "Platforms," *9th Invitational Choice Symposium*, hosted by

the Erasmus School of Economics, Rotterdam, The Netherlands, June 2013.

Invited Faculty Fellow, *48th AMA Sheth Doctoral Consortium*, June 6-9, 2013, University of Michigan, Ann Arbor.

Invited Speaker, *2013 Theory and Practice of Marketing Conference*, London Business School, May 31-June 1, 2013.

Invited Speaker, *Sixth International Great Lakes NASMEI Conference*, Chennai, India, Dec 29-30, 2012.

Invited Speaker, *Marketing Science Institute Conference on "Big Data,"* Cambridge, MA, Dec 4-5, 2012.

Invited Faculty Fellow, *47th AMA Sheth Doctoral Consortium*, June 13-16, 2012, University of Washington, Seattle.

"The Role of Sampling in Pharmaceutical Markets," *INFORMS Marketing Science Conference*, Boston, MA, June 7-9, 2012.

Invited Speaker, *2012 Theory and Practice of Marketing Conference*, Harvard Business School, May 4-5, 2012.

Invited Speaker, *AMA's Advanced Research Techniques Forum*, Desert Springs, CA, June 5-8, 2011.

Invited Speaker, *International Workshop on Bayesian Statistics and Marketing*, Osaka University, Osaka, Japan, Sep 1-2, 2010.

Invited Speaker, *10th Marketing Dynamics Conference*, Ozyegin University, Istanbul, June 21-23, 2010.

"Quantifying the Social Dollars in Online Brand Communities," *INFORMS Marketing Science Conference*, Cologne, Germany, June 17-19, 2010.

Invited Speaker, *The Practice and Impact of Marketing Science Conference*, INFORMS/MIT Sloan, Jan 15-16, 2010.

Invited Session Chair for session on "Word-of-Mouth Marketing," *Collaborative and Multidisciplinary Research Conference*, Yale School of Management, May 1-2, 2009. Also presented paper, "Marketing Activity, Blogging and Sales."

Invited Participant, *Diamond Exchange*, Pinehurst, NC, Sep 2008, Diamond Management and Technology Consultants.

Invited Speaker, *AMA's Advanced Research Techniques Forum*, Asheville, NC, June 15-18, 2008.

"Network Marketing: The Role of Structure and Distance on Performance," *INFORMS Marketing Science Conference*, June 12-14, 2008, Vancouver, Canada.

Invited Speaker, "Measuring the Causal Impact of Social Networks on Marketing Response," *The Practice and Impact of Marketing Science Conference*, INFORMS/Wharton, Oct 16-18, 2007.

Invited Speaker, "Marketing ROI in Pharmaceuticals," *The Practice and Impact of Marketing Science Conference*, INFORMS/Wharton, Oct 16-18, 2007.

"Interdependent Choices and Social Multipliers: Identification, Methods and Policy Implications," *Choice Symposium (Plenary Session)*, The Wharton School, Philadelphia, June 17, 2007.

"The Effects of Service Quality and Word-of-Mouth on Customer Acquisition, Retention and Usage," *Choice Symposium session on Interdependent Choices*, The Wharton School, Philadelphia, June 14, 2007.

Invited Discussant for "Cross Validation of HOMESCAN Panel Data," by Einav, Leibtag and Nevo, *Northwestern University-Chicago Marketing/IO Conference*, Evanston, IL, June 1, 2007.

Invited Speaker, "Accelerating Market Acceptance in a Networked World," *Marketing Science Institute*, Los Angeles, CA, March 14-26, 2007.

"Word-of-Mouth Effects in New Product Introduction," *University of Chicago GSB's Global Leadership Series*, London, United Kingdom, July 5, 2006.

"Entertainment and Addiction in Gaming: An Empirical Analysis," *INFORMS Marketing Science Conference*, June 8-10, 2006, Pittsburgh, PA.

Invited Speaker, the 1st MSI Young Scholar Reunion Conference, *Marketing Science Institute*, Santa Fe, NM, May 18-21, 2006.

Invited speaker, *BIO Annual International Convention 2006* (Panel titled "Launching Innovative Health-care Products—Strategies for Success"), April 10, 2006, Chicago, IL.

Invited speaker, *Pharmaceutical Management Science Association Tutorial*, January 17, 2006, Bridgewater, NJ.

Invited panelist, *Marketing Science Institute Board of Trustees Conference*, Panel on Salesforce Response and Allocation, Nov 3, 2005, Chicago.

Invited speaker, *Conference on Bayesian Methods and Applications in Marketing*, Sep 21, 2005, Johannes Kepler University, Linz, Austria.

Invited speaker, Session on Customer Base Analysis, *Joint Statistical Meeting*, Aug 8, 2005, Minneapolis, MN.

Invited speaker, *Advanced Research Techniques Forum*, American Marketing Association, June 12-15, 2005, Coeur d'Alene, ID.

Invited speaker, *Pharmaceutical Management Science Association Conference*, May 13-15, 2005, Nashville, TN.

"Optimizing Sales Force Effort," Invited Speaker at the *Sales Leaders Roundtable*, University of Chicago, Nov 10, 2004.

"Detailing and Physician Prescription Behavior," Invited speaker at conference titled *Pharmaceutical Innovation and Cost*, Nov 5, 2004, University of Chicago Law School, Chicago, IL.

"Multi-Category Prescription Behavior: A Brand Level Analysis," *INFORMS Marketing Science Conference*, June 24-27, 2004, Rotterdam, The Netherlands.

"Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry," *Choice Symposium (Plenary Session)*, June 8, Estes Park, Colorado.

"Multi-Category Prescription Behavior: A Brand Level Analysis," *INFORMS Conference*, October 19-22, 2003, Atlanta, GA.

"The Role of Marketing Activity and Contagion in Adoption," *INFORMS Marketing Science Conference*, June 12-15, 2003, College Park, MD.

"Multi-Category Prescription Behavior: An Empirical Analysis," *INFORMS Marketing Science Conference*, June 12-15, 2003, College Park, MD.

"Optimal Detailing," *INFORMS Marketing Science Conference*, June 28-30, 2002, Edmonton, Canada.

Invited speaker, *Advanced Research Techniques Forum*, American Marketing Association, June 2-5, 2002, Vail, CO.

"A Structural Model of Cross-Selling," *INFORMS Marketing Science Conference*, July 5-8, 2001, Wiesbaden, Germany.

Invited speaker, *Advanced Research Techniques Forum*, American Marketing Association, June 24-27, 2001, Amelia Island, Florida.

Invited Speaker, *Conference on Responsiveness of Physician Response to Promotion*, jointly organized by ZS Associates, Kellogg Graduate School of Management, and

the Graduate School of Business, University of Chicago, Evanston, IL, June 7-8, 2001.

Invited Speaker, the *1st MSI Young Scholar Conference*, Marketing Science Institute, Park City, UT, Jan 11-14, 2001.

Invited speaker, *RU 2000: Conference and Workshop on Random Utility Theory and Probabilistic Measurement Theory*, Fuqua School of Business, Duke University, August 3-9, 2000, Durham, NC.

"Multi-Category Brand Effects," *INFORMS Marketing Science Conference*, June 22-26, 2000, Los Angeles, CA.

"Responsiveness of Physician Prescription Behavior to Salesforce Effort: An Individual Level Analysis," *INFORMS Marketing Science Conference*, June 22-26, 2000, Los Angeles, CA.

Keynote Speaker, *Conference on Planning, Measuring and Evaluating Trade Promotions*, Institute for International Research, March 20-21, 2000, New York.

"Using the "Multivariate-Multinomial Probit" model for Multi-Category Analysis," *INFORMS College of Marketing*, November 7-10, 1999, Philadelphia, PA.

Invited speaker, *Advanced Research Techniques Forum*, American Marketing Association, June 13-16, 1999, Santa Fe, New Mexico.

Invited panelist for session titled "Shopping Basket Empirics," *INFORMS College of Marketing*, October 26-29, 1997, Dallas, TX.

"More Smoke than Fire: Do Cigarette Prices Really Matter?" *Marketing and Public Policy Conference*, May 16-17, 1997, Boston, MA.

"The Shopping Basket: Beneath the Surface," *INFORMS Marketing Science Conference*, March 21-24, 1997, Berkeley, CA.

"Purchase Incidence and Brand Choice across Substitute and Complementary Pairs of Categories," Invited Session on "Multi-Item Choice", *Third International Choice Symposium*, June 23-26, 1996, Arden House, New York.

V. Teaching

A. Graduate

Marketing Strategy for the Digital Age, Ross School of Business, University of Michigan, 2017-.

Competing on Value (Marketing Core), Executive MBA Program, Ross School of Business, University of Michigan, 2011-.

Strategic Marketing Planning (Capstone Marketing Course), Executive MBA Program, Ross School of Business, University of Michigan, 2015-.

Marketing Management (Core), Global MBA Program, Ross School of Business, University of Michigan, 2010-2019, 2021-.

Marketing Management (Marketing Core), Evening MBA Program, Ross School of Business, 2017-2019.

Living Business Leadership Experience Program, Faculty Advisor to Shinola Marketing, eCommerce and Finance teams, University of Michigan, 2017-18.

C-Level Thinking (Capstone Course), Weekend MBA Program, Ross School of Business, 2017, 2012.

Advanced Marketing Strategy (Capstone Marketing Course), London Business School, 2016.

Strategic Marketing Planning (Capstone Marketing Course), Ross School of Business, University of Michigan, 2008-2013.

Quantitative Marketing Models (PhD course), Ross School of Business, University of Michigan, 2007, 2009, 2011, 2013, 2015, 2017, 2019.

Multidisciplinary Action Projects (MAP) Faculty, Ross School of Business, University of Michigan, 2009.

Marketing Strategy for Technology, B-to-B & Service Markets (Executive MBA program elective), Graduate School of Business, University of Chicago, 2007.

Advanced Marketing Strategy II (Executive MBA program elective), Graduate School of Business, University of Chicago, 2004.

Advanced Marketing Strategy (Capstone Marketing Course), Graduate School of Business, University of Chicago, 2000-2007.

Marketing Strategy (Core Marketing Course), Graduate School of Business, University of Chicago, 1999-2002.

B. **Executive Education (Michigan Ross)**

Client list (selected)

North America: Avient, Riverside Group, Huron Capital, Alcoa, S&P Global, Spectrum Health
Europe: Bilkent University, S&P Global
Asia: Mahindra Group, ICBC, Bank Mandiri, Saudi Telecom, JI Auto Program, TATA Group, S&P Global, Johnson & Johnson

Topics (selected)

Strategy, Growth Strategy, Marketing Strategy, Competitive Strategy, Platform Strategy, Healthcare, Digital Transformation, Digital Marketing, Big Data, Customer Analytics, New Product Development, Customer Satisfaction

C. **Undergraduate**

Living Business Leadership Experience Program, Faculty Advisor to Shinola Marketing, eCommerce and Finance teams, University of Michigan, 2017-18.

Marketing Management, Columbia University, 1995-1998.

Principles of Management and Marketing, University of Bombay, 1992-1993.

VI. **Professional Activity**

A. Journal Responsibilities

Editorial Board Member

- *Marketing Science*
  - Senior Editor, 2018-
  - Senior Editor, Special Issue "Digital Platforms," 2023-2025.
  - Social Media Manager, 2022-
  - Senior Editor, Special Issue "Marketing Science and Health," 2016-2020.
  - Associate Editor, 2011-2017.
  - Regular Area Editor, 2007.
- *Management Science*
  - Associate Editor, 2009-2017.
- *Journal of Marketing Research*
  - Associate Editor 2013-2017.
  - Guest Editor-in-Chief (2010-11), 2005 O'Dell Award Committee.
- *International Journal of Research in Marketing* (2006-2017)
  - Guest Area Editor (2007).
- *Quantitative Marketing and Economics*
  - Associate Editor, 2009-2013.
  - 2011 Wittink Award Committee Chair.
- *Journal of the Academy of Marketing Science* (2012-2018, 2006-2009)

- *Customer Needs and Solutions*, 2013-
- *Review of Marketing Science*

Reviewer for

- *Rand Journal of Economics*, *Journal of Marketing*, *Administrative Science Quarterly*, *Journal of the American Statistical Association*, *Journal of Business and Economic Statistics*, *Psychometrika*, *Operations Research*, *Marketing Letters*, Marketing Science Institute, *Journal of Interactive Marketing*, SSHRC (Canada), *Decision Support Systems*, *The Lancet*.

B. Doctoral Student Advising

- Dissertation Chair for Bruno Castelo Branco, University of Michigan, PhD 2024 (expected). (Placement: Illinois Institute of Technology)
- Advisor (first-year paper, second-year paper), Yu Song, University of Michigan, 2020-22.
- Dissertation Chair for Prashant Rajaram, University of Michigan, PhD 2021. (Placement: Western University).
  - Finalist, 2021 Doctoral Dissertation Proposal Competition, American Statistical Association Section on Statistics in Marketing.
- Advisor (first-year paper, second-year paper), Yiqi Li, University of Michigan, 2019-21.
- Co-advisor (first-year paper, second-year paper), Hayoung Cheon, University of Michigan, 2017-20.
- Advisor (first-year paper, second-year paper), Bruno Castelo Branco, University of Michigan, 2018-20.
- Dissertation Co-chair for Tong Guo, University of Michigan, PhD 2018. (Placement: Duke University).
  - *Ross School of Business (Sole) Nominee for the University of Michigan's 2018 ProQuest Distinguished Dissertation Award*
- Dissertation Co-chair for Xu Zhang, University of Michigan (Business Economics/Marketing), PhD 2018. (Placement: London Business School, UK).
- Dissertation Committee Member for Koustav De, University of Michigan (Finance), PhD 2018 (Placement: University of Kentucky).
- Dissertation Committee (outside) member, Prasad Vana, London Business School, PhD 2017 (Placement: Dartmouth College).
- Dissertation Chair for Eunsoo Kim, University of Michigan, PhD 2017 (Placement: Nanyang Technological University, Singapore).
  - Honorable Mention, 2016 Adam G. Clayton Dissertation Proposal Award, Marketing Science Institute.
- Dissertation Co-chair for Jihoon Cho, University of Michigan, PhD 2016 (Placement: University of Technology, Sydney, Australia).
- Dissertation Committee (outside) member, Sungtak Hong, London Business School, PhD 2016. (Placement: Bocconi University, Milan, Italy).
  - Runner-Up Award, 2017 (Inaugural) EMAC/Sheth Dissertation Competition.

- Co-advisor (first-year paper, second-year paper), Prashant Rajaram, University of Michigan, 2015-17.
- Dissertation Chair, Hee Mok Park, University of Michigan, PhD 2013. (Placement: School of Business, University of Connecticut).
- Dissertation Committee member, Adithya Pattabhiramaiah, University of Michigan, PhD 2014 (Placement: Georgia Institute of Technology).
  - Winner, 2013 Adam G. Clayton Dissertation Proposal Award, Marketing Science Institute.
- Dissertation Chair, Hiroshi Ohnishi, University of Michigan, PhD 2011 (Placement: Dentsu Corporation, Tokyo, Japan).
- Dissertation Committee (outside) member, Sungjoon Nam, Booth School of Business, University of Chicago, PhD 2010 (Placement: Rutgers University)
- Dissertation Committee (outside) member, Maciej Szymanowski, Tilburg University, PhD 2009. (Placement: Rotterdam School of Management)
- Dissertation Committee member, Elea Feit, University of Michigan, PhD 2009. (Placement: The Modellers LLC)
- Co-advisor (first-year paper, second-year paper), Jihoon Cho, University of Michigan, 2010-12.
- Advisor (first-year paper, second-year paper), Adithya Pattabhiramaiah, University of Michigan, 2008-10.
- Advisor (first-year paper, second-year paper), Hee Mok Park, University of Michigan, 2007-10.
- Dissertation Committee (outside) member, Jorge Gonzalez, London Business School, PhD 2007. (Placement: IESE, Barcelona)
- Co-advisor (curriculum paper and first-year paper), Sungjoon Nam, University of Chicago, 2005-06.
- Co-advisor (curriculum paper and first-year paper), Renna Jiang, University of Chicago, 2005-06.
- Dissertation Co-chair for Xiaojing Dong, Northwestern University (Department of Civil Engineering), PhD 2006. (Placement: Santa Clara University)
  - Winner, 2005 Adam G. Clayton Dissertation Proposal Award, Marketing Science Institute.
- Dissertation Committee member for Junhong Chu, University of Chicago, PhD 2006. (Placement: National University of Singapore)
- Dissertation Co-chair for Sridhar Narayanan, University of Chicago, 2005. (Placement: Stanford University)
- Dissertation Committee member for Khim Yong Goh, University of Chicago, 2005. (Placement: Singapore Management University)
- Co-advisor (curriculum paper and first-year paper), Sridhar Narayanan, University of Chicago, 2002-03.

C. Service

- Coffee Chat Host, INFORMS Society for Marketing Science, June 16, 2022.
- Coffee Chat Host, INFORMS Society for Marketing Science, June 5, 2021.
- Coffee Chat Host, INFORMS Society for Marketing Science, June 13, 2020.

- Jury member, INFORMS Society for Marketing Science Doctoral Dissertation Proposal Competition, 2015.

University of Michigan

- Chair, Faculty Council for the Ross Executive MBA Program, 2023-2024.
- Moderator for keynote speaker panel, Ross Connect Conference (hosted by the Ross Marketing, Tech & General Management clubs), Nov 16, 2023.
- Faculty Marshal, 2022 Rackham Graduate School Commencement.
- Faculty Representative, 2022 Ross School of Business Commencement.
- Chair, Ross Task Force on "Tracking and Reporting Data for Rankings," 2021-22.
- Ross Tech Club Guest Speaker, Oct 2020.
- Moderator for Webinar titled "Challenges, Opportunities & Learnings for the Food & Beverage Industry during COVID," University of Michigan India Alumni Association, Aug 28, 2020.
- Ross Digital Initiative Task Force, 2019-2020.
- Ross Faculty Council for Executive Programs, 2019-2020.
- Ross Executive Education & Global Initiatives Advisory Committee, 2016-19.
- Ross Executive MBA Program Committee, 2015-19.
- 2019 Asia Business Conference, Panel Moderator (Topic: "India")
- 2019 India Business Conference, Panel Moderator (Topic: "Technology")
- Ross Community Values Committee, 2018-19.
- Chosen by students as the Commencement Speaker for the 2018 EMBA program (I had to decline due to a travel conflict).
- Ross Teaching Evaluation Task Force, 2017-18.
- Ross Chief Marketing Officer Search Committee, 2016.
- Faculty Speaker (based on student vote), Ross Executive MBA Los Angeles 5-year Reunion, 2016.
- Area Chair, Marketing, July 2010–Dec 2013, August 2014-June 2016.
  Responsibilities include Strategic Planning, Liaison with Dean's Office, Faculty Recruiting, Faculty Development, Teaching Planning and Staffing, Curriculum Development, Personnel Issues (promotions and renewals, faculty retention), Area Financials, Area Communications and Donor Relationships.
- 2016 India Business Conference, Panel Moderator (Topic: "Technology Entrepreneurship in India")
- 2015 Go Blue Rendezvous! Class Experience Faculty.
- 2015 Ross Asia Business Conference, Panel Moderator (Topic: "India")
- Faculty Representative, 2013 Ross School of Business EMBA Commencement.
- Invited Speaker for "What they don't teach you at Business School?" event, Ross School of Business, 2013.
- 2013 Ross Asia Business Conference, Panel Moderator (Topic: "Technology")
- Faculty Representative, 2012 Ross School of Business Commencement.
- 2011 Ross Marketing Symposium, Panel Chair (Topic: "Social Media").
- 2011 Marketing Club Fall Faculty Speaker (Topic: "Evolution of Digital Marketing"), September 2011.
- Marketing Club Faculty Liaison, 2010-11, 2011-12, 2012-13.

- 2011 Go Blue Rendezvous! Class Experience Faculty.
- Invited Speaker, Southeast Michigan Alumni Club, May 25, 2011.
- 2010 Ross Marketing Symposium, Panel Chair (Topic: "Movers and Shakers").
- 2010 Inaugural Marketing Club Fall Faculty Speaker (Topic: "Does Social Media Matter?"), September 26, 2010.
- Invited Speaker, Ross Alumni Club of Japan, August 30, 2010.
- Faculty Representative, 2010 Ross School of Business Commencement.
- Ross School of Business Research Committee, 2009-10.
- Weekend MBA Capstone Course Development Committee, 2009-2012.
- 2009 Ross Marketing Symposium, Panel Chair (Topic: "Viral Marketing").
- Speaker, Ross Alumni Club Day 2009, Ross Alumni Club of Minneapolis.
- Junior Faculty Review Committee (chair), University of Michigan Ross School of Business Marketing department, 2009-10.
- Curriculum Review Committee (chair), University of Michigan Ross School of Business Marketing department, 2009-10.
- Recruiting Committee (co-chair), University of Michigan Ross School of Business Marketing department, 2008-09.
- Recruiting Committee (chair), University of Michigan Ross School of Business Marketing department, 2007-08.
- Speaker Series Coordinator, University of Michigan Ross School of Business Marketing department, 2008-09, 2007-08.
- Marketing department website/brochure initiative, University of Michigan Ross School of Business Marketing department, 2007-09.

University of Chicago Graduate School of Business

- GSB Management Conference, Panel Organizer and Chair (Topic: New Media), May 2007.
- PhD Admit Weekend, Faculty Coordinator for Marketing, Fall 2006.
- Faculty Speaker, GSB Consulting Group (2007, 2006, 2004, 2002).
- Faculty Speaker, GSB Marketing Group Lunch Series (2007, 2005).
- Global Leadership Series Speaker, GSB London Campus, June 2006.
- External Speaker Seminar Series Organizer (Winter 2006, Winter 2002, Spring 2000).
- Recruiter Relationships (2005: Bain Consulting, 2004: Harrah's Entertainment).
- Faculty Panelist, Chicago Asia Business Group Conference (2005, 2004).
- Marketing Area Teaching Committee (Co-Chair) on Marketing Area Elective Courses, 2004-05.
- GSB Convocation Representative, 2004-05.
- Annual GSB Alumni Conference, Invited Panelist (Topic: The Google IPO), September 2004.
- Faculty Representative, Haring Symposium, Indiana University, May 2004.
- Faculty Representative, MBA Admit Week Curriculum Review, Fall 2004.
- Faculty Research Presentation, Incoming PhD Student Class, Fall 2004.
- Faculty Speaker, Sales Leaders Roundtable (University of Chicago Alumni Group), Fall 2004.

- New Faculty Orientation, Panel on Teaching, Fall 2003.

D. Professional Affiliations and Memberships

INFORMS
American Marketing Association
Advisory Board Member, Word of Mouth Marketing Association, Chicago, IL, 2007-09.
Organizing Committee Member, American Marketing Association's Advanced Research Techniques Forum, Monterrey, June 2006

E. Corporate Affiliations

Board Member, CloudAEye.
Board Member, AIA Corporation (a portfolio holding of The Riverside Company, Cleveland), 2005-2013.
> Exit at 24% IRR and 5x cash-on-cash.
NielsenHealth Client Advisory Board, 2007-08.
Advisory Board Member, bridgeportfolio.com, 2000-07.

VII. Grants

University PI, Grant (with Yan Huang, Co-PI), Didi Chuxing/UM Partnership, 2017-18 for "Combining Data Analytics and Field Experiments: Enhancing Driver Engagement Using Behavioral Economics and Gamification."

Grant (with Junhong Chu) for research on online C2C platforms in China and Asia, *Institute on Asian Consumer Insight*, Nanyang Technological University, Singapore, 2013.

Grant (with Martin Spann, Stephan Daurer & Dominik Molitor) on mobile search, *Marketing Science Institute*, 2013.

Ford Motor Company grant for research on social media, 2013.

Co-Investigator, Research Grant for the University of Chicago Program for Pharmaceutical Policy, Program on Pharmaceutical Policy Issues. Grant awarded by the Merck Company Foundation for 2005-2007.

Research Grant, Center for International Business Education Research, University of Michigan, 2011.

Research Grant (jointly awarded with Carl Mela), Marketing Science Institute, 1999.

Research Grant, Center for International Business Education & Research, Columbia University, 1997.

VIII.   **Consulting and Speaking Engagements**

At a wide variety of companies in the technology, pharmaceutical, insurance, online recruitment, marketing services and healthcare industries. Areas and topics include corporate strategy development, growth strategy, digital strategy, business review and assessment, innovation, market entry, big data, marketing analytics, pricing and social media strategy.

IX.   **Popular Press (selected)**

Research and commentary has appeared in, among others, the *Wall Street Journal*, *New York Times*, *The Economist*, *Financial Times*, *Los Angeles Times*, NPR, *Sloan Management Review*, *Time*, *ABC News*, *Forbes*, *US News & World Report*, *USA Today*, *Washington Post*, *Xinhua* (China), *China Daily*, *Strategy+Business*, *The Baltimore Sun*, *Crain's Detroit Business*, *Detroit News*, *The Detroit Free Press*, *Investor's Business Daily*, *MLive*, AAAS, *The Toledo Blade*, *The New Scientist*, *The Times of India* (India), *Economic Times* (India), *Business Today* (India), *Amar Ujala* (India), *Sydsvenskan* (Sweden) and *Multichannel News*.

Top 5 most quoted University of Michigan faculty expert across all media (2016, 2015).