

S. Sriram

Ross School of Business
University of Michigan
Ann Arbor, MI 48109

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EDUCATION

Ph.D. in Management (Marketing Concentration), 2004
Krannert School of Management, Purdue University

Bachelor of Technology, 1995
Indian Institute of Technology, Madras, India

ACADEMIC EXPERIENCE

Associate Dean for Graduate Programs, Ross School of Business, University of Michigan, July 2023-

Associate Dean for Part-Time MBA Programs, Ross School of Business, University of Michigan, July 2021 – June 2023

Dwight F. Benton Professor of Marketing, Ross School of Business, University of Michigan, September 2023 – Present

Professor of Marketing and Michael R. and Mary Kay Hallman Faculty Fellow, Ross School of Business, University of Michigan, September 2020 – August 2023

Associate Professor of Marketing, Ross School of Business, University of Michigan, September 2015 – August 2020

Assistant Professor of Marketing, Ross School of Business, University of Michigan, July 2008 – August 2015

Assistant Professor of Marketing, University of Connecticut, August 2005 – June 2008

Assistant Professor of Marketing, State University of New York at Binghamton, September 2004 – August 2005

Graduate Instructor, Krannert Graduate School of Management, Purdue University, 1999-2004

PUBLICATIONS

- Dao, Kevin, Ozivefueshe Dimowo, Olutola Akande, Darrys Reese, Aishwarya Joshi, S. Sriram, Michal Horný, A. Mark Fendrick, Ruth C. Carlos, and Gelareh Sadigh (2025), "Patients' Reported Preferences for Episode-Based Cost-Sharing Models: A Survey Study," *Journal of the American College of Radiology*, *Forthcoming*.
- Goli, Ali, Pradeep Chintagunta, and S. Sriram (2022), "Effect of Payment on User Engagement in Online Courses," *Journal of Marketing Research*, Vol. 59, No. 1, 11-34.

- Guo, Tong, S. Sriram, and Puneet Manchanda (2021), "The Effect of Information Disclosure on Industry Payments to Physicians, *Journal of Marketing Research*, Vol. 58, No. 1, 115-140.
- Cui, Tony, Anindya Ghose, Hanna Halaburda, Raghuram Iyengar, Koen Pauwels, S. Sriram, Catherine Tucker, and Sriraman Venkataraman (2021), "Informational Challenges in Omnichannel Marketing: Remedies and Future Research," *Journal of Marketing*, Vol. 85, No. 1, 103-120.
- Guo, Tong, S. Sriram, and Puneet Manchanda (2020), "Let the Sunshine in": The Impact of Industry Payment Disclosure on Physician Prescription Behavior, *Marketing Science*, Vol. 39, No. 3, 516-539.
- Pattabhiramiah, Adithya, S. Sriram, and Puneet Manchanda (2019), "Paywalls: Monetizing Online Content," *Journal of Marketing*, Vol. 83, No. 2, 19-36.
Finalist for the MSI/Paul Root Award
- Pattabhiramiah, Adithya, S. Sriram, and Shrihari Sridhar (2018) "Rising Prices under Declining Preferences: The Case of the U.S. Print Newspaper Industry," *Marketing Science*, 37(1), 97-122.
- Sridhar, Shrihari and S. Sriram (2015), "Is Online Newspaper Advertising Cannibalizing Print Advertising?" *Quantitative Marketing and Economics*, 13(4), 283-318.
- Sriram, S., Puneet Manchanda, Mercedes Esteban-Bravo, Junhong Chu, Liye Ma, Scott Shriver, Minjae Song, and Upendar Subramanian (2015), "Platforms: A Multitude of Research Opportunities," *Marketing Letters*, Vol. 26, No. 2, 141-152.
- Sriram, S., Pradeep Chintagunta, and Puneet Manchanda (2015), "Service Quality Variability and Termination Behavior," *Management Science*, 51(11), 2739-2758.
- Pancras, Joseph, S Sriram, and V Kumar (2012), "Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment," *Management Science*, Vol. 58, No., 11, 2001-2018.
- Kumar, V., S. Sriram, Anita Luo, and Pradeep Chintagunta (2011), "Assessing the Effect of Marketing Investments in a Business Marketing Context," *Marketing Science*, Vol. 30, 5, 924-940.
- Sriram, S., Pradeep Chintagunta, and Manoj Agarwal (2010) "Investigating Consumer Purchase Behavior in Related Technology Product Categories," *Marketing Science*, Vol. 29, 2, 291-314.
- Sriram, S. and Vrinda Kadiyali (2009), "Channel Responses to Brand Introductions: An Empirical Investigation," *International Journal of Research in Marketing*, Vol. 26, 4, 345-355.
- Sriram, S., and Pradeep Chintagunta (2009), "Learning Models," *Review of Marketing Research*, Vol. 6 (Invited Manuscript).
- Nikolaeva, Ralitzia, Manohar Kalwani, William Robinson, and S Sriram (2009), "Survival Determinants for Online Retailers," *Review of Marketing Science*.

- Oakley, Jim, Adam Duhachek, S. Balachander, and S. Sriram (2008), "Understanding the Simultaneous Effects of Category Fit and Order of Entry on Consumer Perceptions of Brand Extensions," *Journal of Consumer Research*, Vol. 34 (5), 706-712.
- Sriram, S., S. Balachander, and Manohar Kalwani (2007), "Monitoring the Dynamics of Brand Equity Using Store-Level Data," *Journal of Marketing*, Vol. 71 (April), 61-78.
- Sriram, S., and Manohar Kalwani (2007), "Optimal Advertising and Promotion Budgets in Dynamic Markets with Brand Equity as a Mediating Variable," *Management Science*, Vol. 53 (1), 46-60.
- Sriram, S., Pradeep Chintagunta, and Ramya Neelamegham (2006), "Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in Technology Product Markets," *Marketing Science*, Vol. 25 (5), 440-456.
- Nikolaeva, Ralitzia and S. Sriram (2006), "The Moderating Role of Consumer and Product Characteristics on the Value of Customized Online Recommendations," *International Journal of Electronic Commerce* Vol. 11 (2), 101-124.
- Gupta, Sunil, Dominique Hanssens, Bruce Hardie, William Kahn, V Kumar, Nathaniel Lin, Nalini Ravishanker, and S. Sriram (2006), "Modeling Customer Lifetime Value," *Journal of Service Research*, Vol. 9 (2), 139-155.

RESEARCH PRESENTATIONS

- "More Progress, Less Attrition: The Role of User-Generated Content in Online Education," 4th HK Quant Marketing Mini-Conference, December 2024
- "How Do Digital Payments affect the Shopping Basket? Evidence from the Introduction of UPI Payments in India" ISMS Marketing Science Conference, June 2024
- "Effect of Payment on Engagement in Online Courses," Columbia University, March 2021
- "Effect of Payment on Engagement in Online Courses," Marketing Science Conference, Duke University, June 2021
- "Effect of Payment on Engagement in MOOCs," Indiana University, March 2020
- "Effect of Payment on Engagement in MOOCs," University of Houston, September 2019
- "Effect of Payment on Engagement in MOOCs," University College, London, August 2019
- "Let the Sun Shine In: The Impact of Industry Payment Disclosure on Physician Prescription Behavior," University of Texas at Dallas, March 2019
- "Paywalls: Monetizing Online Content," University of Arizona, November 2018

- Invited Speaker at the AIM-NASMEI-JGBS International Faculty Development Workshop, Jindal Global Business School, India, July 2018
- “The Effect of Marijuana Legalization on Opioid Prescriptions,” Marketing Science Conference, Temple University, June 2018
- “The Effect of Information Disclosure on Industry Payments to Physicians,” University of Connecticut, February, 2018
- “Heterogeneous Response to Income Shocks: The Role of Income and Liquidity Constraints,” Marketing Science Conference, University of Southern California, June 2017
- “Paywalls: Monetizing Online Content,” May 2017, Marketing Symposium, University of Cologne.
- “Paywalls: Monetizing Online Content,” May 2017, National University of Singapore.
- “Paywalls: Monetizing Online Content,” September 2016, Johns Hopkins University.
- “Paywalls: Monetizing Online Content,” June 2016, Temple University.
- “Let the Sun Shine In: The Impact of Industry Payment Disclosure on Physician Prescription Behavior,” Ninth Invitational Choice Symposium, University of Alberta
- “Paywalls: Monetizing Online Content,” April 2016, University of Maryland.
- “Paywalls: Monetizing Online Content,” June 2015, Theory and Practice in Marketing Conference, Georgia State University.
- “Service Quality Variability and Termination Behavior,” June 2014, INFORMS Marketing Science Conference, Emory University.
- “Rising Prices Under Declining Preferences: The Case of the U.S. Print Newspaper Industry,” May 2014, Stanford University Graduate School of Business.
- “Rising Prices Under Declining Preferences: The Case of the U.S. Print Newspaper Industry,” 2014 Mays Marketing Camp, April 2014, Texas A&M University.
- “Is Online Newspaper Advertising Cannibalizing Print Advertising?” February 2014, UTD FORMS Conference, University of Texas at Dallas.
- “Is Online Newspaper Advertising Cannibalizing Print Advertising?” December 2013, Seventh NASMEI Conference, Great Lakes Institute of Management.
- “Is Online Newspaper Advertising Cannibalizing Print Advertising?” November 2013, University of Wisconsin, Madison.
- “Service Quality Variability and Termination Behavior,” May 2013, Marketing Dynamics Conference, University of North Carolina.

- “Is Online Newspaper Advertising Cannibalizing Print Advertising?” February 2013, Darden School of Business, University of Virginia.
- “Is the Online Newspaper Advertising Cannibalizing Print Advertising?” November 2012, Whitman School of Business, IO Lunch Seminar Series, University of Michigan.
- “Is the Online Newspaper Advertising Cannibalizing Print Advertising?” October 2012, INFORMS Marketing Science Conference, Boston University.
- “Is the Online Newspaper Advertising Cannibalizing Print Advertising?” June 2012, Whitman School of Business, Syracuse University.
- “Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment,” October 2011, Krannert Graduate School of Management, Purdue University
- “Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment,” 2011 Marketing Science Conference, University of Houston.
- “Empirical Investigation of Consumer Adoption, Consumption, and Termination of a Video on Demand Service,” 2009 Marketing Dynamics Conference, New York University
- “Empirical Investigation of Consumer Adoption, Consumption, and Termination of a Video on Demand Service,” 2009 Marketing Science Conference, University of Michigan
- “Investigating Consumer Adoption of Related Technology Products,” *University of Wisconsin, Milwaukee*, 2008
- “Investigating Consumer Adoption of Related Technology Products,” *Stern School of Business, Workshop*, New York University, 2008
- “Investigating Consumer Adoption of Related Technology Products,” *Georgia Institute of Technology*, 2008
- “Investigating Consumer Adoption of Related Technology Products,” *Kellogg School of Management Workshop*, Northwestern University, 2007
- “Investigating the Adoption of Technology Products Across Two Related Product Categories,” *Frank Bass Conference*, University of Texas at Dallas, 2007
- “Studying the Adoption of Technology Products Across Multiple Categories Using Individual Level Data,” *Marketing Science Conference*, University of Pittsburgh, 2006
- “Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in Technology Product Markets,” *BCRST Conference*, Syracuse University, 2005.
- “Dynamics of Brand Equity and Its Implications for Long-Term Profitability: An Application of the Kalman Filter Methodology,” *Haring Symposium*, Indiana University, 2004.
- “Measuring, Tracking, and Managing Brand Equity in Consumer Packaged Goods Markets,” *INFORMS Marketing Science Conference*, University of Maryland, 2003.

- "Measuring, Tracking, and Managing Brand Equity in Consumer Packaged Goods Markets," *Krannert Graduate School Marketing Seminar Series, 2003*.
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HONORS AND AWARDS

Research

- MSI Scholar 2018
- Faculty Fellow, AMA Doctoral Consortium, 2005, 2009, 2012, 2017, and 2022.
- Faculty Fellow, ISMS Doctoral Consortium, 2013.
- 3M Corporation Untenured Faculty Award, 2010.
- Arnold M. and Linda T. Jacob Faculty Development Award, Ross School of Business, University of Michigan, 2010
- Won a research grant for €64,420 from the *Portuguese Foundation of Science and Technology* to study consumer adoption of technology products across countries in the EU region (with Ralitzia Nikolaeva and Pradeep Chintagunta), 2009
- MSI Young Scholar, 2009
- Winner of the ISBM Academic Practitioner Challenge Award (with V. Kumar, Pradeep Chintagunta, and Anita Man Luo), 2006
- INFORMS Doctoral Consortium Fellow, 2003
- AMA Doctoral Consortium Fellow, 2002

Teaching

- Neary Teaching Award for the best professor in the Online MBA Program, 2024
- Voted Teacher of the Year in Marketing by the outgoing batch of full-time MBA students, 2008
- Voted Teacher of the Year in Marketing by the outgoing batch of full-time MBA students, 2006
- Certificate of Recognition for Teaching Excellence awarded by the Krannert Dean's office, Purdue University, 2003
- Inducted as an Associate Fellow of the Purdue Teaching Academy, 2002
- Certificate for Distinguished Teaching awarded by the Krannert Dean's office, Purdue University, 2002
- Certificate for Distinguished Teaching awarded by the Krannert Dean's office, Purdue University, 2001
- Certificate of Recognition for Teaching Excellence awarded by the Krannert Dean's office, Purdue University, 1999

Service

- Journal of Marketing Outstanding Reviewer Award, 2018
 - Special Doctoral Student Service Award awarded by the Krannert Dean's office, Purdue University 2001
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RESEARCH INTERESTS

- Healthcare policy
- Monetizing Content
- Two-Sided Markets
- Brand and Product Portfolio Management

TEACHING INTERESTS

- Marketing Management
 - Marketing Research
 - Product Management
 - New Product and Innovation Management
 - Marketing Strategy
 - Pricing
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TEACHING EXPERIENCE

Ross School of Business, University of Michigan

- Marketing Management (Online MBA Program), Fall 2020, Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023
- New Product Management (BBA), Winter 2009-2021
- New Product Management (MBA), Winter 2009- Fall 2023
- Entrepreneurial Marketing (Master of Science in Entrepreneurship Program), Fall 2012-2014
- Ph. D. Seminar, Fall 2008, 2010, Winter 2013, Fall 2014, Winter 2017, Fall 2019, Winter 2021, Winter 2023
- Marketing Core (MBA), Fall 2016, 2017

School of Business, University of Connecticut

- Marketing Research (MBA), Fall 2005, Fall 2006
- Marketing Core (MBA), Spring 2007, 2008
- New Product Management (MBA), Spring 2006, Fall 2008

School of Management, State University of New York at Binghamton

- Marketing Research (Undergraduate), Fall 2004
- Marketing Research (MBA), Fall 2004
- Product Management (Undergraduate), Spring 2005
- Product Management (MBA), Spring 2005

Krannert School of Management, Purdue University

- Marketing Research (Undergraduate), Spring 2001, Spring 2002, Fall 2003
 - Marketing Management (Undergraduate), Fall 1999, Spring 2000
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INDUSTRY EXPERIENCE

Marketing Executive, Steel Authority of India Limited, Bombay, India, 1995-1998

SERVICE

- Associate Editor
 - *Journal of Marketing Research*
 - *Journal of Marketing*
- Member of the Editorial Review Board
 - *Quantitative Marketing and Economics*

- Ad Hoc Reviewer for
 - Management Science
 - Marketing Science
 - Journal of Retailing
 - International Journal of Research in Marketing
-

Ph.D. Advising

Chair/Co-Chair

- Adithya Pattabhiramiah (Georgia Tech)
- Tong Guo (Duke University)
- Hayoung Cheon (Amazon)
- Varad Deolankar (National University of Singapore)

Dissertation Committee

- Bruno Castelo Branco (Illinois Institute of Technology)
 - Anirudh Jayanti (Bates White Economic Consulting)
 - Kimberly Conlon (Federal Trade Commission)
 - Andrew Petersen (Penn State)
 - Denish Shah (Georgia State)
 - Bo Huang (Initial Placement, HEC, Paris)
 - Hee Mok Park (University of Connecticut)
 - Chenyu Yang (University of Rochester)
 - Jihoon Cho (Kansas State University)
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