

## S. Sriram

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University of Michigan  
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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

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### ACADEMIC EXPERIENCE

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

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

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### PUBLICATIONS

- Goli, Ali, Pradeep Chintagunta, and S. Sriram (2021), "Effect of Payment on User Engagement in Online Courses," *Journal of Marketing Research*, forthcoming.
- 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.
- 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 Upender 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, Ralitzza, 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, Ralitzka 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

- "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.

## HONORS AND AWARDS

### Research

- MSI Scholar 2018
- Faculty Fellow, AMA Doctoral Consortium, 2005, 2009, and 2012, 2017.
- 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**

- 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

### **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

### **TEACHING EXPERIENCE**

#### **Ross School of Business, University of Michigan**

- Marketing Management (Online MBA Program), Fall 2020
- New Product Management (BBA), Winter 2009-2021
- New Product Management (MBA), Winter 2009- Fall 2020
- 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
- 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

### **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
  - *Marketing Science*
  - *Quantitative Marketing and Economics*
- Ad Hoc Reviewer for
  - Management Science
  - Journal of Retailing
  - International Journal of Research in Marketing

### **Ph.D. Advising**

#### **Chair/Co-Chair**

- Adithya Pattabhiramiah (Georgia Tech)
- Tong Guo (Duke University)

#### **Dissertation Committee**

- 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)