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EDUCATIONAL BACKGROUND

2000: Ph.D. in Business Administration (Marketing) from Pennsylvania State University, University Park, PA.

1983: MBA (Marketing): Indian Institute of Management, Ahmedabad, India.

1981: MS in Physics, Madras Christian College, Madras, India.

1979: BS in Physics, Women's Christian College, Madras, India.

ACADEMIC EXPERIENCE

Fall 2013 - Professor of Marketing, Red McCombs School of Business, The University of Texas at Austin.

Fall 2007– Associate Professor of Marketing, Red McCombs School of Business, The University of Texas at Austin, and the Spurgeon Bell Centennial Fellow.

Fall 2000 – Assistant Professor of Marketing, Red McCombs School of Business, The University of Texas at Austin.

INDUSTRY EXPERIENCE

1983-1985 Management Consultant, Peat Marwick, and Mitchell in Madras, India

1985-1989 Account Executive, J Walter Thompson Advertising, Bangalore, India

1989-1991 Branch Director, Ted Bates Advertising, Bangalore, India

1991-1995 Founder-President, Advantage Multimedia, a consultancy firm, Bangalore India

Summer 1997 Summer Intern in Tech Data Corporation, St Petersburg, FL.

AWARDS AND HONORS

- Recipient of the Marketing Strategy SIG of the American Marketing Association's Varadarajan Award for Early Career Contributions to Marketing Strategy Research (Summer 2010). *Criteria: The award recognizes the contributions of a marketing faculty member who has completed ten or fewer years after receipt of his/her doctoral degree. The award recipient will be selected by committee comprised of leading research scholars in marketing strategy. The criteria for selection include: the overall impact on marketing strategy research and practice, research quality, research quantity, and research leadership.*

- Inaugural Recipient of the American Marketing Association's Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor (Winter 2009). *Criteria: The award is given "to a female marketing professor who has made significant research contributions in terms of publications in leading journals, and working papers under review. The recipient will also be making teaching and service contributions to her department."*

- Marketing Science Institute's Young Scholar (2007). *Criteria: individuals who received their doctorate 4-7 years previously whose work suggests they are potential leaders of the "next generation" of marketing academics.*
- "The Effects of Diversity of Product-Market Portfolio on New Firm Exit" (with Gary L. Lilien and Arvind Rangaswamy) (2008) was a finalist for the *IJRM* Best Paper Award.
- "Advertising, Research and Development, and Systematic Risk of the Firm" (with Leigh McAlister, and MinChung Kim) (2007) was a finalist for the *Journal of Marketing's* 2007 Marketing Science Institute/H. Paul Root Award.
- "The Emergence of Dominant Designs" (with Gary L. Lilien and Arvind Rangaswamy) (2006), was a runner-up for the American Marketing Association's TECHSIG Award for the best paper in the *Journal of Marketing* (2006) on technology and innovation.
- Awarded the CBA Foundation Research Excellence Award for Assistant Professors by the Red McCombs School of Business in Spring 2006.
- "Turning Adversity into Advantage: Does Proactive Marketing during a Recession Pay off?" (with Gary L. Lilien and Arvind Rangaswamy) (2005) was judged the *IJRM* Best Paper for 2005.
- Awarded the Dean's Fellowship for Assistant Professor in Fall 2002 at the University of Texas at Austin.
- AMA Doctoral Consortium Fellow, University of Southern California (1999).
- Winner of the Pennsylvania State University's Institute for the Study of Business Markets Doctoral Support Award Competition in 1998.
- Received the Executive Program Scholarship from Pennsylvania State University for outstanding incoming student for 3 years starting 1995.

RESEARCH INTERESTS

Organizational Innovation, Marketing Metrics, and Social Marketing

PUBLICATIONS

Sridhar, Shrihari, Sriram Narayanan, and Raji Srinivasan, "Dynamic Relationships among R&D, Advertising, Inventory, and Firm Performance, forthcoming at the *Journal of Academy of Marketing Science.*

Umashankar, Nita and Raji Srinivasan, "Designing Effective Social Interventions: Insights from a Vocational Intervention for the Indian Sex Worker Community," *Journal of Public Policy and Marketing* (2013).

**Article selected by American Marketing Association to be promoted in media. Extensively covered by media outlets.*

Deng, Xiaoyan and Raji Srinivasan (2013), "Does Transparent Packaging Increase (or Decrease) Food Consumption?" *Journal of Marketing*, 77(July), 104-117.

**Article selected by American Marketing Association to be promoted in media. Extensively covered by media outlets.*

Raji Srinivasan, Shrihari Sridhar, Sriram Narayanan, and Debika Sihi (2013), "Effects of Opening and Closing Stores of Chain Retailer Performance" *Journal of Retailing*, 89(2), 126-139.

**Insights from article written up in an article in strategy+business magazine of Booz and Company*

Shrihari Sridhar and Raji Srinivasan (2012), "Social Influence Effects in Online Product Ratings" *Journal of Marketing,* 76 (5), 70–88.

Srinivasan, Raji (2012), "Marketing Metrics for Business-to-Business Firms," book chapter in Business-to-Business Handbook, edited by Gary L. Lilien and Rajdeep S. Grewal and published by the Institute for the Study of Business Markets, Pennsylvania State University

Srinivasan, Raji and Debika Sihi (2012), "Marketing Information Disclosures: A Review and Research Agenda," book "Marketing Metrics, edited by Shankar Ganesan.

Srinivasan, Raji, Gary L. Lilien, Arvind Rangaswamy, Gina M. Pingitore and Daniel M. Seldin (2012), "Total Product Design Concept: An Application to the US Automotive Industry," 29(S1), 3-20, *Journal of Product Innovation Management*.

Umashankar, Nita, Raji Srinivasan, and Dustin Hindman (2011), "Developing Customer Service Innovations for Service Employees: Insights from a High Technology Firm," *Journal of Service Research*, 14(May), 164-179.

Srinivasan, Raji, Gary L. Lilien, and Shrihari Sridhar (2011), "Should Firms Spend More on R&D and Advertising during Recessions?" *Journal of Marketing,* 79(May), 49-65.

Varadarajan, Rajan, Raji Srinivasan, Gautham Gopal Vadakkepatt, Manjit S. Yadav, Paul A. Pavlou, Sandeep Krishnamurthy, and Tom Krause (2010), "Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions, in the special issue of *Journal of Interactive Marketing* on "Emerging Perspectives on Marketing in a Multimedia and Multichannel Retail Environment", 24(2), 96-110.

Bowman, Doug, Min Ding, Rajdeep Grewal, V. Kumar, Gary L. Lilien, Das Narayandas, Renana Peres, and Raji Srinivasan (2010), "Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda," *Marketing Letters*, 21, 287-299.

Srinivasan, Raji, Gary L. Lilien and Arvind Rangaswamy (2008) "The Effects of Diversity of Product-Market Portfolio on New Firm Exit" *International Journal of Research in Marketing*, 25, 119-128.

** Finalist for IJRM Best Paper for 2008*

Srinivasan, Raji (2008), "Sources, Characteristics and Effects of Emerging Technologies: Research Opportunities in Innovation," *Industrial Marketing Management*, Special issue on Marketing of High-Tech Products and Innovations, 37, 633-640. (by invitation).

Srinivasan, Raji, Pamela Haunschild, and Rajdeep Grewal (2007) "Vicarious Learning in New Product Introductions in the Early Years of a Converging Market" *Management Science, 53(1), 16-28*.

McAlister, Leigh, Raji Srinivasan, and MinChung Kim (2007), "Advertising, Research and Development, and Systematic Risk of the Firm," *Journal of Marketing*, 71 (1), 35-48.

** Finalist for Journal of Marketing's* 2007 Marketing Science Institute/H. Paul Root Award.

Srinivasan, Raji, Gary L. Lilien and Arvind Rangaswamy (2006), "The Emergence of Dominant Designs" *Journal of Marketing*, 70(April), 1-17.

Srinivasan, Raji (2006), "Dual Distribution and Intangible Firm Value: Franchising in Restaurant Chains" *Journal of Marketing*, 70(July), 120-35.

Srinivasan, Raji, and Christine Moorman (2005), "Strategic Firm Commitments and Rewards for Customer Relationship Management in Online Retailing" *Journal of Marketing*, 69(October), 193-200.

Srinivasan, Raji, Gary L. Lilien and Arvind Rangaswamy (2005), "Turning Adversity into Advantage: Does Proactive Marketing during a Recession Pay off?" *International Journal of Research in Marketing*, 22 (June) 109-125.

** IJRM Best Paper for 2005.*

Srinivasan, Raji, Gary L. Lilien, and Arvind Rangaswamy (2004), "First In, First Out? The Effects of Network Externalities on Pioneer Survival", *Journal of Marketing*, 68(January), 41-58.

Srinivasan, Raji and Sundar Bharadwaj (2004), "Event Studies in Marketing Strategy Research"—invited chapter in the book on "Assessing Marketing Strategy Performance" edited by Christine Moorman and Don Lehmann, published by the Marketing Science Institute in Summer 2004.

Srinivasan, Raji, Gary L. Lilien and Arvind Rangaswamy (2002), "Technological Opportunism and Radical Technology Adoption: An Application to E-business," *Journal of Marketing*, 66 (July), 47-60.

Mahajan, Vijay, Raji Srinivasan and Jerry Wind (2002), "The Dot.com Retail Failures of 2000: Were there any Winners?" *Journal of the Academy of Marketing Science*, 30(Special Issue), 474-486.

Citation Count on Social Sciences Citation Index: 450

Citation Count on Google Scholar: 1762

MANUSCRIPTS UNDER REVIEW

Srinivasan, Raji (with Leigh McAlister, Niket Jindal, and Albert A. Cannella), "Does a Firm's Decision to Report Advertising Matter? Advertising Materiality and Firm Performance," being revised for the *Journal of Marketing Research*.

Srinivasan, Raji and Shrihari Sridhar, "Product Failure Recovery and Firm Performance," under review at the *Journal of Marketing*.

SELECTED WORKS IN PROGRESS

Rubera, Gaia, and Raji Srinivasan, "Novelty of Product Aesthetics and Resale Prices," manuscript being prepared for submission to the *Journal of Marketing Research*.

Srinivasan, Raji, and Gary L. Lilien, "Rewards to Product Design Awards," manuscript being prepared for submission to the *Journal of Marketing*.

Crain, Nicholas, Robert R. Parrino, and Raji Srinivasan, "Uncertainty and Price Updates Prior to Initial Public Offerings," Working paper being readied for submission to the *Journal of Financial Economics*.

TEACHING EXPERIENCE

Professor: The University of Texas, Austin: 2013-.

Associate Professor: The University of Texas, Austin: 2007-2013.

Assistant Professor: The University of Texas, Austin: 2000-2007.

PHD Student: Pennsylvania State University, University Park, PA: 1995-2000.

Courses taught: (ratings available on request)

MBA Elective: Marketing Metrics: Spring 2010, Spring 2011, Spring 2012, Spring 2013

Capstone Marketing Management Course: Spring 2009, Spring 2010, Spring 2011, Spring 2012

MBA Core Marketing Course: Fall 2006, Fall 2007

Marketing and the Internet (undergraduate elective): Spring 2001, 2002

Marketing High Tech Products and Services (undergraduate elective): Spring 2002, 2003, 2004, 2005, 2006

Marketing High Tech Products and Services (MBA elective): Spring 2002, 2004, 2005, 2006

Marketing Strategy Seminar (Ph D seminar): Spring 2001, 2003, 2005, 2009, 2011

Various Executive Education Programs for McCombs School of Business in Marketing Metrics, Innovation, Marketing Strategy and Social Media.

Teaching Honors

- Undergraduate Faculty Honor Roll (by students) in Spring 2009, Spring 2010 and Spring 2011.
- Awarded the Trammell/CBA Foundation Teaching Award for Assistant Professors by the Red McCombs School of Business in Spring 2006.
- Marketing Department's nominee for the Trammell/CBA Foundation Teaching Award for Assistant Professors: Spring 2003, 2004.
- MBA Faculty Honor Roll (by students) for Elective Teaching: Spring 2002 and Spring 2011.

GRANTS

- Received McCombs Research Excellence Grant for $15,000 to support proposed research symposium "Workshop on Social Media and Data Analytics" coauthored with several other McCombs faculty from Marketing and IROM (Fall 2013).
- Received McCombs Research Excellence Grant for $6,000 to support proposed research project, "Value Relevance of Consumer Online Engagement" coauthored with Deepa Chandrashekaran (Fall 2013).
- Received Research Grant for $4,000 from The Institute for the Study of Business Markets at the Pennsylvania State University to support research project, "Product Design Award Winners" (Fall 2012).
- Grant of $4800 from McCombs Research Excellence Grant for the Project: Impact of Top Management Team Marketing Background on the Effectiveness of Marketing Spending.
- A Research Excellence Grant of $12,000 from the Red McCombs School of Business to subscribe to the Mergermarket database in Summer 2009 for research project on "Role of Marketing Assets in Value Creation by Private Equity Investors"(co-authored with Robert Parrino).
- Received $5, 400 from the Office of the Vice-President for Research at the University of Texas at Austin in Fall 2007 for the project "Is Beautiful Good? Market Rewards to Superior Product Designs?"

- Support for Acquiring Data received from the Zyman Institute of Brand Sciences at Emory University for "Valuing Branding Strategies" (with Susan Broniarczyk) (May 2006-current).
- Research Grant for $ 8,500 from the Institute for the Study of Business Markets for "An Empirical Investigation of the Effects of Market-based Assets on Shareholder value" (with Sridhar Balasubramanian and Rajendra Srivastava) (December 2000-December 2002).
- Research Grant for $ 28,800 from the Marketing Science Institute for "Market-oriented Practices of Online Retailers: An Examination of Actions, Metrics, and Performance" (with Christine Moorman) (November 2000-current).
- Research Grant for $5,600 from the Office of Vice-President for Research for "Does it Hurt to be the First? Investigating the Failure of Pioneering Firms in Technology Product-Markets" (November 2000-May 2001).
- Research Grant for $7,600 from the Institute for the Study of Business Markets for "Does it Hurt to be the First? Investigating the Failure of Pioneering Firms in Technology Product-Markets" (October 2000-December 2002).
- Research Grant from the Institute for the Study of Business Markets, Pennsylvania State University, PA (May 1999-May 2000).
- Research Grant for thesis research from the Dean's Research Funds, Smeal College of Business Administration, Pennsylvania State University, PA (Academic Year 1999-2000).

REVIEWING ACTIVITY

Editorial Board: International Journal of Research in Marketing (2006-2012), Journal of Marketing (2008-), Marketing Science, (2007-2008). Journal of Product Innovation Management (December 2012-).

Ad hoc Reviewer: Marketing Science, Management Science, Journal of the Academy of Marketing Science, Journal of Marketing Research, Journal of Service Research, and Decision Science, and European Marketing Association's Doctoral Dissertation Competitions.

RESEARCH SERVICE

Chaired Committee of Ph D Students: Debika Sihi (2013; Southwestern University, Georgetown, Texas), Maria M. Merino (2005; first placement: ITAM, Mexico City), Nita Umashankar (2010; Georgia State University), Debika Sihi (graduating in 2013), and Sandeep Arora (graduating in 2014).

Served on Committee of Ph D Students: Johanna H. Slot, Pravin Nath, Min Chung Kim, Jacob Brower, and Saim Kashmiri.

Chaired Strategy Comprehensive Exam Committee: 2000-2012 (At University of Texas at Austin).

Online doctoral research seminar (for doctoral students all around the world) on Marketing Metrics for Pennsylvania State University's The Institute for the Study of Business Markets: Fall 2007, Fall 2009, and Fall 2011.

Co-chaired (with Rebecca Slotegraaf), the Product Development Management Association's Research Conference in Orlando, Florida (Fall 2010).

Co-chaired (with Leigh M. McAlister), the American Marketing Association's Winter Marketing Educators' Conference in Austin, Texas (Winter 2011).

Co-chaired (with Satish Jayachandran), the committee to judge the winner of the doctoral dissertation competition for Product Development Management Association in July 2011.

Invited to be a member of the Pennsylvania State University's Institute for the Study of Business Markets' Business-to-Business Leadership Board (Summer 2011-present) which consists of marketing thought leaders with research interests in business marketing.

Member of Awards Committee for the Rajan Varadarajan Award for Early Career Contributions to Marketing Strategy Research (2011, 2012, 2013)

Member of Awards Committee for the Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor (2012, 2013).

OTHER SERVICE

Organized MBA Marketing Alumni Advisory Board (2013)

Served multiple terms in the Marketing Department's Executive Committee and Doctoral Admissions Committee, and Recruiting Committee between 2000 and 2012.

Served on third year review committee for two Assistant Professors in Fall 2010.

Chairing MBA Marketing Curriculum Review Committee in the Marketing Department (2012).

Served on the following committees at the Business School and University: MBA Programs Committee at the McCombs Business School (2010-present), University of Texas Faculty Council (elected) as representative of the McCombs Business School (2010-2012), University of Texas Research Policy Committee (2010-2012), University of Texas Student Life and Activities Committee (2010-2012), McCombs Business School Research Faculty Evaluation Committee (2011-present).

RESEARCH PRESENTATIONS

Recent:

Consortium Faculty, at American Marketing Association's Doctoral Consortium at Oklahoma State University, June 2011
Marketing Science Institute Immersion Conference, Boston, September 2011
Koc University, Istanbul, May 2012
Consortium Faculty, at American Marketing Association's Doctoral Consortium at University of Washington, Seattle, June 2012.
Marketing Science Emerging Markets Conference, Wharton School of Management, September 2012
Theory and Practice in Marketing at London Business School, London, May 2013
Doctoral Seminar, Tilburg University, Tilburg, The Netherlands, June 2013
Rotterdam School of Management, Rotterdam, The Netherlands, June 2013
Pennsylvania State University, State College, Pennsylvania, USA, November 2013
Bocconi University, Milan, Italy, November 2013

Others:
Presented researched and organized Special Sessions at American Marketing Association's Winter Marketing Educators Conference (2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013)

Marketing Science Conference (2001, 2005, 2007, 2009, 2010, 2011)

European Marketing Association Conference (2006)

Marketing Dynamics Conference (2010).

INVITED TALKS

Professional Meetings: American Marketing Association Sheth Doctoral Consortia: 2004 (Texas A&M), 2007 (Arizona State University), 2009 (Georgia State University), 2010 (Texas Christian University), 2011 (Oklahoma State University), 2012 (University of Washington). Inaugural Marketing Practice and Theory Conference, April 2011, Columbia University, and Marketing Science Institute Immersion Conference in Boston in September 2011.

Research Talks (a subset): Arizona State University, Case Western Reserve University, Duke University, Koç University, Istanbul, Turkey Ohio State University, Pennsylvania State University, University of Arizona, University of Minnesota, University of North Carolina, University of Illinois at Urbana-Champaign and Tilburg University, Netherlands.

PROFESSIONAL AFFILIATIONS

American Marketing Association, Institute for Operations Research and Management Sciences