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Professor Vijay Mahajan holds the John P. Harbin Centennial Chair in Business in the McCombs School of Business, The University of Texas at Austin. He received his BTech in Chemical Engineering from the Indian Institute of Technology at Kanpur and his M. S. in Chemical Engineering and Ph.D. in Management from The University of Texas at Austin. He served as the Dean of the Indian School of Business, Hyderabad, India from 2002-2004.

Over the course of his career, Professor Mahajan has researched and written extensively on product diffusion, marketing strategy, and marketing research methodologies. His work appears in such top-tier academic journals as the *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*, *Management Science*, and *Harvard Business Review*. He has written and/or edited thirteen books. He was the editor of the *Journal of Marketing Research*, the leading research journal of the American Marketing Association, from 1995-1997. He also served department editor (Planning and Forecasting) for *Management Science* from 1987-1991. He has served on the editorial boards of all major marketing journals including *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science* and *Journal of Consumer Research*. He was the Associate Dean of Research, Graduate School of Business, at The University of Texas at Austin from 1991-1994. He has been invited by The World Bank, several Think Tanks and more than 120 universities and research institutions worldwide for research presentations. He also served on the World Economic Forum Global Agenda Council for The Arab World from 2012-2014. He has consulted for both government and industry, and offered executive development programs in the United States, Asia, Europe, and South America.

He has been the recipient of the best research paper awards from the *Journal of Retailing* (1982, 1985), the *Journal of Marketing* (Maynard Award, 1990), the *International Journal of Research in Marketing* (1995, 2004), the *Journal of the Academy of Marketing Science* (2004). His articles also have been finalists for the *Journal of Marketing Research* (O'Dell Award for long term impact, 1987, 2005), *Marketing Science* (INFORMS Society Award for long term impact, 2011), *International Journal of Research in Marketing* (Steenkamp Award for long term impact 2009), and *Journal of Interactive Marketing* (2006). The Graduate School of Business at The University of Texas at Austin recognized him twice with the CBA Foundation Award: in 1991 for Outstanding Research Contributions for his longtime contributions to the marketing discipline, and in 1996 for Research Excellence during the academic year. His book, *The 86% Solution* (The Wharton School Publishing, 2006), received the Berry-AMA 2007 Book of the Year Award from the American Marketing Association. His books *Convergence Marketing* (2002) and *Africa Rising* (2009) were finalists for the same award in 2003 and 2010 respectively. His books have been translated in more than twelve languages.

Professor Mahajan received the American Marketing Association (AMA) Charles Coolidge Parlin Marketing Research Award (1997), the oldest and most eminent award in the field, for distinguished academics and practitioners who have demonstrated leadership and sustained impact on the evolving profession of marketing. He received the AMA Marketing Research Special Interest Group Gilbert

Churchill Award in 1999, recognizing lifetime achievement in marketing research. In 2000, the AMA instituted the Vijay Mahajan Award for Career Contributions to Marketing Strategy to be presented annually to an educator for sustained contributions to marketing strategy literature. His doctoral students, co-authors, and colleagues endowed this award. Professor Mahajan was recognized by the Indian Culture Center of Austin, Texas, on The Indian Independence Day in August 2002, for his contributions to the Indian Community of Austin, Texas. In 2006, he was recognized with the Distinguished Alumnus Award of the Indian Institute of Technology Kanpur for his contributions to management studies. He was elected Fellow of the American Marketing Association in 2020.

Professor Mahajan 's research has been reported and reviewed in dozens of media outlets in many countries including CBS, BBC, NPR, Wall Street Journal, NY Times, Washington Post, LA Times, Financial Times UK, Economist, Harvard Business Review, Time magazine, Knowledge@Wharton, Fast Company, Shanghai Daily, Ode, Inc., Economic Times India, Indian Management magazine, India Now: Business and Economic (India Brand Equity Foundation/Ministry of Commerce and Industry), Austin-American Statesman, Hindu Business Line, LiveMint (India), Jeune Afrique France, African Business UK, Gulf News, Asharq Al-Awsat UK, Chosunilbo South Korea, Absatzwirtschaft Germany, LaPresse Canada, Lactualite Canada, The Island Sri Lanka, Lider Croatia, MS Marketing Srbija Serbia, Management Today UK, Domus Italy, Business Day South Africa, Politiken Denmark, The Nation UAE, Kitaab Singapore.

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## EDUCATION

**The University of Texas at Austin**, Graduate School of Business, Ph.D. (Management), 1975

**The University of Texas at Austin**, College of Engineering, M.S. (Chemical Engineering), 1972

**Indian Institute of Technology**, Kanpur, India, B.S. (Chemical Engineering), 1970

## UNIVERSITY POSITIONS

### **Indian School of Business, Hyderabad, India**

Dean, July 2002 to June 2004

### **The University of Texas at Austin**

John P. Harbin Centennial Chair in Business, Department of Marketing, McCombs School of Business, September 1991 to present

James L. Bayless/ENSTAR Corporation Chair in Business Administration, Department of Marketing, Graduate School of Business, May 1990 to August 1991

Senior Research Fellow, IC<sup>2</sup> Institute, 1983 to present

Associate Dean for Research, College of Business Administration and Graduate School of Business, July 1991 to August 1994

Director, Bureau of Business Research, College of Business Administration and Graduate School of Business, September 1993 to August 1994

Co-Director, Center for Technology Venturing, Graduate School of Business, June 1992 to August 1994

Instructor, Department of Management, Graduate School of Business, Summer 1975

Assistant Instructor, Department of Management, Graduate School of Business, Spring 1973-Fall 1974

Teaching Assistant, Department of Management, Graduate School of Business, Spring 1972-Fall 1973

Research Assistant, Department of Chemical Engineering, Spring 1971 - Fall 1971

### **Southern Methodist University**

Herman W. Lay Chair Professor of Marketing, July 1982 to April 1990.

### **University of Pennsylvania, The Wharton School**

Associate Professor of Marketing, July 1980 to June 1982

Director, Center for Marketing Strategy Research, July 1980 to June 1982

Member of the OR Graduate Group, 1980 to 1982

### **The Ohio State University**

Assistant Professor of Marketing, July 1978-June 1980

### **State University of New York at Buffalo**

Assistant Professor of Management Systems, July 1975-June 1978

### **Visiting Professor Positions**

Cycle and Carriage Chair Visiting Professor, National University of Singapore, Summer 2000.

Wei Lun Visiting Professor, Chinese University of Hong Kong, December 2001

Visiting Professor, Indian School of Business, Hyderabad, India, January-February 2002

Visiting Professor, Università Commerciale Luigi Bocconi, Milan, Italy, April 2002

## PUBLICATIONS

### I. Books

1. Mahajan, Vijay. and C. Carl Pegels (editors), Systems Analysis in Health Care, New York: Praeger Publishers, 1979.
2. Wind, Yoram, Vijay Mahajan, and Richard Cardozo (editors), New Product Forecasting: Models and Applications, Lexington, MA: Lexington Books, 1981.
3. Mahajan, Vijay and Robert A. Peterson, Models For Innovation Diffusion, Beverly Hills, CA: Sage Publications, Inc., 1985.
4. Mahajan, Vijay and Yoram Wind (editors), Innovation Diffusion Models of New Product Acceptance, Cambridge, MA: Ballinger Publishing Co, 1986.
5. Kerin, Roger A., Vijay Mahajan and P. Varadarajan, Contemporary Perspectives for Strategic Market Planning Practices, Boston, MA: Allyn and Bacon, 1990.
6. Mahajan, Vijay, Eitan Muller and Yoram Wind (editors), New-Product Diffusion Models, Boston, Massachusetts: Kluwer Academic Publishers, 2000.
7. Wind, Jerry, and Vijay Mahajan (editors), Digital Marketing, New York: Wiley and Sons, Inc., 2001. An Italian version was published by RCS libris, s.p.s., 2002
8. Wind, Yoram (Jerry), and Vijay Mahajan, with Robert E. Gunther, *Convergence Marketing – Strategies for Reaching the New Hybrid Consumer*, Upper Saddle River, NJ: Prentice Hall, Inc, 2002.
  - Italian version published by RCS libris, s.p.s., 2002.
  - Bahasa Indonesian version was published by Pearson Education Asia Pte. Ltd. and PT Prenhallindo, Jakarta, 2003.
  - Portuguese version was published by Pearson Education do Brasil Ltda, 2003.
  - Chinese version published by CITIC Publishing House in China, 2003.
  - Chinese traditional version published by Pearson Education Taiwan, 2005
  - Korean version published by Wisdom Academy, 2003.

This book was named one of the thirty best business books of 2002, by Soundview Executive Book Summaries<sup>®</sup>, and was selected as one of five finalists for the 2003 Berry AMA Book Prize for best book in marketing.

9. Mahajan, Vijay and Kamini Banga, The 86% Opportunity: Strategies for Discovering Growth in the Invisible Global Market, Wharton School Publishing and Pearson, 2006, Paperback, 2011

- Portuguese version published by Artmed Editora, Brazil 2006
- Indian version published by Dorling Kindersley Publishing, 2006
- Italian version published by EGEA (The Bocconi University Press), Milan, Italy, 2006.
- Chinese version published by China Renmin Press, China 2006
- Chinese traditional version published by Pearson Education, Taiwan 2006
- Bahasa Indonesian version published by PT Indeks (GRAMEDIA GROUP), Jakarta, Indonesia, 2006.
- Korean version published by Lux media, 2007
- Spanish version published by Leader Summaries, Spain 2006 (Executive Summary)
- Croatian version published by MATE Publishing, Zagreb, Croatia, 2007
- Serbian version published by MATE Publishing, Belgrade, Serbia, 2007

10. Mahajan, Vijay, Africa Rising, The Wharton School Publishing and Pearson, 2009  
(several mini versions on Amazon Kindle are published by FT Press, 2009)

- German, Borsenmedien, Germany, 2009
- Japanese, Eiji Press Inc., 2009
- Arabic, Arab Scientific Publishers, Lebanon, 2009
- Spanish, Pearson Education, Spain, 2009
- Italian, Pearson Paravia Bruno Mondadori, Italy, 2009
- Chinese Traditional, Global Group Holdings, Taiwan, 2009
- Croatian, Mate Publishing, Zagreb, Croatia, 2009
- Spanish, Leader Summaries, Spain, 2009 (Executive Summary)
- Korean, Eiji 21, Korea, 2010.

11. Muller, Eitan, Renana Peres, and Vijay Mahajan, Innovation Diffusion, and New Prudent Growth Models, Marketing Science Institute, Relevant Knowledge Series, 2009.

12. Mahajan, Vijay, The Arab World Unbound, Jossey-Bass (Wiley), 2012.

- Korean, Eiji21, Korea, 2013

- Arabic, Arab Scientific Publishers, Lebanon, 2014
- Indian (English), Collins Business, Wiley India, 2013

13. Mahajan, Vijay, Rise of Rural Consumers in Developing Countries: Harvesting 3 Billion Aspirations, Sage Response India, 2016

## II. Articles and Contributed Chapters

The papers in this section are classified into three areas:

- Research on Innovation Diffusion
- Marketing and Product Management and Strategy
- Marketing Research

### A. Research on Innovation Diffusion

1. Mahajan, V. and M.E.F. Schoeman, "Generalized Model for the Time Pattern of the Diffusion Process," IEEE Transactions on Engineering Management, EM-24 (February 1977) 12-18.
2. Haynes, K.E., V. Mahajan and G.M. White, "Innovation Diffusion: A Deterministic Model of Space-Time Integration with Physical Analog," Socio-Economic Planning Sciences, 11 (February 1977) 25-29.
3. Mahajan, V., K.E. Haynes and K.C. Bal Kumar, "Modeling the Diffusion of Public Policy Innovations Among the U.S. States," Socio-economic Planning Sciences, 11 (November 1977) 259-263.
4. Mahajan, V. and M.E.F. Schoeman, "The Use of Computers in Hospitals: An Analysis of Adopters and Nonadopters," Interfaces, 7 (May 1977) 95-107.
5. Peterson, R.A. and V. Mahajan, "Multi-Product Growth Models," Research in Marketing, Jagdish Sheth (ed.), Greenwich, CT: JAI Press, 1 (1978) 201-232.
6. Mahajan, V. and M.E.F. Schoeman, "Diffusion of Computers in Hospitals: An Analysis of Adopter Categories," Urban Systems, 3 (August 1978) 73-86.
7. Mahajan, V. and R.A. Peterson, "Innovation Diffusion in a Dynamic Potential Adopter Population," Management Science, 25 (November 1978) 1589-1597; also, Management Science, 28 (September) 1087.
8. Mahajan, V., "Computers in Hospitals: An Innovation Study," Technological Forecasting and Social Change, 13 (February 1979) 169-186.
9. Mahajan, V. and R.A. Peterson, "Integrating Time and Space in Technological Substitution Models," Technological Forecasting and Social Change, 14 (August 1979) 231-241.

10. Mahajan, V., R.A. Peterson, A. K. Jain and N. Malhotra, "A New Product Growth Model with a Dynamic Market Potential," Long Range Planning, 12 (August 1979) 51-58.
11. Mahajan, V. and E. Muller, "Innovation Diffusion and New Product Growth Models in Marketing," Journal of Marketing, 43 (Fall 1979) 55-68.
12. Mahajan, V. and R.A. Peterson, "First-Purchase Diffusion Models of New Product Acceptance," Technological Forecasting and Social Change, 15 (November 1979) 127-146.
13. Bretschneider, S.I. and V. Mahajan, "Adaptive Technological Substitution Models," Technological Forecasting and Social Change, 18 (October 1980) 129-139.
14. Easingwood, C., V. Mahajan and E. Muller, "A Nonsymmetric Responding Logistic Model for Forecasting Technological Substitution," Technological Forecasting and Social Change, 20 (October 1981) 199-213.
15. Schmittlein, D. and V. Mahajan, "Maximum Likelihood Estimation for an Innovation Diffusion Model of New Product Acceptance," Marketing Science, 1 (Winter 1982) 57-78.
16. Easingwood, C., V. Mahajan and E. Muller, "A Non-uniform Influence Innovation Diffusion Model of New Product Acceptance," Marketing Science, 2 (Summer 1983) 273-296.
17. Mahajan, V., E. Muller and S. Sharma, "An Empirical Comparison of Awareness Forecasting Models," Marketing Science, (Summer 1984) 179-197, 205-206.
18. Mahajan, V., E. Muller and R. A. Kerin, "Introduction Strategy for New Products with Positive and Negative Word-of-Mouth," Management Science, 30 (December 1984) 1389-1404.
19. Srivastava, R. K., V. Mahajan, S. N. Ramaswami and J. Cherian, "A Multi-Attribute Diffusion Model for Forecasting the Adoption of Investment Alternatives for Consumers," Technological Forecasting and Social Change, 28 (December 1985) 325-333.
20. Mahajan, V. and Y. Wind, "Innovation Diffusion Models of New Product Acceptance: A Reexamination," in Innovation Diffusion Models of New Product Acceptance, V. Mahajan and Y. Wind (editors), Cambridge, Mass: Ballinger Publishing Co., (1986) 3-25.
21. Mahajan, V., C. H. Mason and V. Srinivasan, "An Empirical Comparison of Estimation Procedures for Innovation Diffusion Models of New Product Acceptance," in Innovation Diffusion Models of New Product Acceptance, V. Mahajan and Y. Wind (editors), Cambridge, Mass: Ballinger Publishing Co., (1986) 203-232.
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23. Mahajan, V. and S. Sharma, "A Simple Algebraic Estimation Procedure for Innovation Diffusion Models of New Product Acceptance," Technological Forecasting and Social Change, 30 (December 1986) 331-345.
24. Mahajan, V., S. Sharma and R. A. Bettis, "The Adoption of the M-Form Organizational Structure: A Test of Imitation Hypothesis," Management Science, 34 (October 1988) 1188-1201.
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27. Jain, D., V. Mahajan and E. Muller, "Innovation Diffusion in the Presence of Supply Restrictions," Marketing Science, 10 (Winter 1991) 83-90.
28. Mahajan, V. and E. Muller, "Pricing and Diffusion of Primary and Contingent Products," Technological Forecasting and Social Change, 39 (May 1991) 291-308.
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32. Mahajan, V. and E. Muller, "Innovation Diffusion in a Borderless Global Market: Will the 1992 Unification of the European Community Accelerate Diffusion of New Ideas, Products and Technologies," Technological Forecasting and Social Change, 45 (March 1994) 221-235.
33. Givon, M., V. Mahajan and E. Muller, "Software Piracy: Estimation of Lost Sales and the Impact on Software Diffusion," Journal of Marketing, 59 (January 1995) 29-37.
34. Jain, D., V. Mahajan and E. Muller, "An Approach for Determining Optimal Product Sampling for the Diffusion of a New Product," Journal of Product Innovation Management, 12 (March 1995) 124-135.
35. Kim, Namwoon, V. Mahajan and Rajendra K. Srivastava, "Determining the Going Market Value of a Business in an Emerging Information Technology Industry: The Case of the Cellular Communications Industry," Technological Forecast and Social Change, 49 (1995) 257-279.

36. Mahajan, V., Eitan Muller and F. M. Bass, "Diffusion of New Products: Empirical Generalizations and Managerial Uses," Marketing Science, Special Issue on Empirical Generalizations in Marketing, 14 (1995) 979-989.
37. Mahajan, V., and Eitan Muller, "Timing, Diffusion and Substitution of Successive Generations of Technological Innovations: The IBM Mainframe Case," Technological Forecasting and Social Change, 51 (February 1996) 109-132.
38. Givon, M., V. Mahajan and Eitan Muller, "Assessing the Relationship Between the User-Based Market Share and Unit Sales-Based Market Share for Pirated Software Brands in Competitive Markets," Technological Forecasting and Social Change, 55 (June 1997) 131-144.
39. Mahajan, V. and E. Muller, "When is it Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch," Journal of Marketing Research, 35 (November 1998) 488-495.
40. Mahajan, V., E. Muller, and Y. Wind, "New-Product Diffusion Models: From Theory to Practice," in New-Product Diffusion Models, Mahajan, V., E. Muller, and Y. Wind (editors), Boston, Massachusetts: Kluwer Academic Publishers, (2000) 3-24.
41. Mahajan, V. "New Product Diffusion Models: Empirical Support for Diffusion Patterns and Implications for Pre-Launch and Post-Launch New Product Strategic Decisions," in Mathematics and Applications to Industry, edited by S. K. Malik, Indian National Science Academy, New Delhi, (2001) 141-165.
42. Prasad, A., and V. Mahajan, "How many pirates should a software firm tolerate? An Analysis of piracy protection on the diffusion of software," International Journal of Research in Marketing, 20 (Dec 2003) 337-353.
43. Ernan Haruvy, Vijay Mahajan, and Ashutosh Prasad, "The Effect of Piracy on the Market Penetration of Subscription Software." Journal of Business, (University of Chicago) 77 (April 2004, S81-S108)
44. Libai, Barak, Vijay Mahajan, and Eitan Muller "Can You See the Chasm? Innovation Diffusion According to Rogers, Bass and Moore ", Review of Marketing Research, Vol 5, Naresh Malhotra (editor), M.E. Sharpe, 2009, pp. 38-57.
45. Peres, Renana, Eitan Muller and Vijay Mahajan, "Innovation Diffusion and New Product Growth Models: A Critical Review and Research Directions", International Journal of Research in Marketing, 27 (June 2010), 91 – 106.
46. Sandeep Arora, Frenkel Ter Hofstede, and Vijay Mahajan. The Implications of Offering Free Versions for the Performance of Paid Mobile Apps, Journal of Marketing, 81 November 2017, 62-78

## B. Marketing and Product Management and Strategy

1. Jain, A. K. and V. Mahajan, "Evaluating the Competitive Environment in Retailing Using Multiplicative Competitive Interactive Model," Research in Marketing, Jagdish Sheth (ed.), Greenwich, CT: JAI Press, 2 (1979) 217-235.
2. Sharma, S. and V. Mahajan, "Early Warning Indicators for Business Failures," Journal of Marketing, 44 (Fall 1980) 80-89.
3. Wind, Y. and V. Mahajan, "Designing Product and Business Portfolios," Harvard Business Review, 59 (January-February 1981) 155-165.
4. Wind, Y. and V. Mahajan, "Market Share: Concepts, Findings and Directions for Future Research," Annual Review of Marketing, Ben Enis and Ken Roering (editors), Chicago: American Marketing Association, (1981) 31-42.
5. Mahajan, V., Y. Wind and J.W. Bradford, "Stochastic Dominance Rules for Product Portfolio Analysis," TIMS Studies in the Management Sciences-Marketing Planning Models, A. A. Zoltners (editor), 18 (1982) 161-184.
6. Wind, Y., V. Mahajan and D. J. Swire, "An Empirical Comparison of Standardized Portfolio Models," Journal of Marketing, 47 (Spring 1983) 89-99.
7. Ricks, D. and V. Mahajan, "Blunders in International Marketing: Fact or Fiction," Long Range Planning, 17 (February 1984) 78-82.
8. Mahajan, V. and Y. Wind, "Integrating Financial Portfolio Analysis with Product Portfolio Models," Strategic Marketing and Management, Dave Gardner and Howard Thomas (editors), New York: John Wiley & Sons, (1985) 193-212.
9. Bettis, R. A. and V. Mahajan, "Risk/Return Performance of Diversified Firms," Management Science, 31 (July 1985) 785-799.
10. Chaganti, R. S., V. Mahajan and S. Sharma, "Corporate Board Size, Composition and Corporate Failures in Retailing Industry," Journal of Management Studies, 22 (July 1985) 400-417.
11. Chaganti, R. S., R. Chaganti and V. Mahajan, "Life Stage Analysis: Planning for Small Businesses," Handbook of Business Strategy - 1985/86 Yearbook, William Guth (editor), New York: Warren, Gorham, and Lamont, 17 (1985) 1-18.
12. Wind, Y. and V. Mahajan, "Marketing Hype: A New Perspective for New Product Research and Introduction," Journal of Product Innovation Management, 4 (March 1987) 43-49.
13. Mahajan, V., P. Varadarajan and R. A. Kerin, "Metamorphosis in Strategic Market Planning," in Emerging Issues in Marketing Management, J. Sheth and G. L. Frazier (editors), Lexington, MA: Lexington Books, (1987) 67-110.

14. Mahajan, V. and Y. Wind, "Business Synergy Does Not Always Pay Off," Long Range Planning, 21 (February 1988) 59-65.
15. Chaganti, R., R. Chaganti and V. Mahajan, "Profitable Small Business Strategies Under Different Types of Competition," Entrepreneurship: Theory and Practice, 13 (Spring 1989) 21-35.
16. Mahajan, V. and Y. Wind, "Market Discontinuities and Strategic Market Planning: A Research Agenda," Technological Forecasting and Social Change, 36 (August 1989) 185-200.
17. Easingwood, C. J. and V. Mahajan, "Positioning of Financial Services for Competitive Advantage," Journal of Product Innovation Management, 6 (September 1989) 207-219.
18. Fershtman, C., V. Mahajan, and E. Muller, "Market Share Pioneering Advantage: A Theoretical Approach," Management Science, 36 (August 1990) 900-918.
19. Bettis, R. and V. Mahajan, "Risk Analysis in Corporate Performance Measurement," Risk Strategy and Measurement, R. Bettis and H. Thomas (editors), Greenwich, CT: JAI Press, (1990) 83-110.
20. Rao, V. R., V. Mahajan and N. P. Varaiya, "A Balance Model For Evaluating Firms For Acquisition," Management Science, 37 (March 1991) 331-349.
21. Mahajan, V., S. Sharma and R. Netemeyer, "Should We Expect the Baldrige Award to Predict a Company's Financial Success: Lessons from Financial Performance of Excellent Firms," Technological Forecasting and Social Change, 42 (December 1992) 325-334.
22. Kalish, S., V. Mahajan and E. Muller, "Waterfall and Sprinkler New Product Strategies in Competitive Global Markets," International Journal of Research in Marketing, 12 (July 1995) 105-119.
23. Rathnam, S., V. Mahajan and A. B. Whinston, "Facilitating Coordination in Customer Support Teams: A Framework and Its Implications for the Design of Information Technology," Management Science, 41 (December 1995) 1900-1921.
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31. Venkatesh, R., V. Mahajan and Eitan Muller, "Dynamic Co-Marketing Alliances: When and Why Do They Succeed or Fail?," International Journal of Research in Marketing, 17 (March 2000) 3-31.
32. Mahajan, V. and R. Venkatesh, "Marketing Modeling for e-Business," International Journal of Research in Marketing, 17 (September 2000) 215-226.
33. Mahajan, V., Marcos V. Pratini de Moraes and Yoram Wind, "The Invisible Global Market: Strategies for Reaching the Forgotten 86 Percent of the World," Marketing Management, 9 (Winter 2000) 31-35.
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35. Sarin, Shikhar, and V. Mahajan, "The Effect of Reward Structures on the Performance of Cross-Functional Product Development Teams," Journal of Marketing, 65 (April 2001) 35-53.
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44. Mahajan, Vijay, "The 86% Opportunity," The Smart Manager, Quarter 1 (2003) 17-25. Reproduced in Business Today, (India), Collector's Edition, 4 (2003) 50-58.
45. Wu, Fang, V. Mahajan, and Sridhar Balasubramanian, "An Analysis of E-Business Adoption and its Impact on Business Performance," Journal of the Academy of Marketing Science, 31 (October 2003) 425-447.
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55. Mahajan, Vijay, "The Wealth of African Nations" Harvard Business Review (Forethought section), June 2007, p. 22.
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58. Nath, Pravin and Vijay Mahajan, "Chief Marketing Officers: A Study of Their Presence in Firms' Top Management Teams", Journal of Marketing, 72(January 2008), 65-81
59. Mahajan, Vijay and Kamini Banga, "The 86% Solution," The Smart Manager, Feb-March 2008.
60. Chitturi, Ravi, Raj Raghunathan and Vijay Mahajan, "Delight by Design: The Role of Hedonic vs. Utilitarian Benefits," Journal of Marketing, 72 (May 2008), 48-63.
61. Mahajan, Vijay, "Chasing the Cheetahs", Ode, 6(September 2008), 44-47
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63. Mahajan, Vijay, "Africa: The Need for Leadership", Management Today, October 2008, pp. 20-22 (South Africa)
64. Chircu, Alina and Vijay Mahajan, "Revisiting Digital Divide: An Analysis of Mobile Technology Depth and Breadth in the BRIC Countries," Journal of Product Innovation Management, 26 July 2009, 455-466.
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77. Prasad, Ashutosh, R. Venkatesh and Vijay Mahajan, Product Bundling or Reserved Product Pricing? Price Discrimination with Myopic and Strategic Consumers," International Journal of Research in Marketing, 32 (March 2015), 1-8
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79. Nath, Pravin and Vijay Mahajan, "Shedding Light on the CMO Revolving Door: A Study of the Antecedents of Chief Marketing Offer Turnover", Journal of Academy of Marketing Science, 45 (January 2017), 93-118
80. Kashmiri, Saim and Vijay Mahajan, "Values That Shape Marketing Decisions: Influence of CEO's Political Ideologies on Innovation Propensity, Shareholder Value and Risk", Journal of Marketing Research, 54 (April 2017), 260-278
81. Jacob Brower, Saim Kashmiri, and Vijay Mahajan, "Signaling Virtue: Does Firm Corporate Social Performance Trajectory Moderate the Social Performance-Financial Performance Relationship?", Journal of Business Research 81 (December 2017), 86-95
82. Krijestorac, Haris, Rajiv Garg and Vijay Mahajan, "Cross-Platform Spillover Effects in Consumption of Viral Content: A Quasi -Experimental Analysis Using Synthetic Control" Information Systems Research, 31(June 2020), 449-472
83. Liu , Zhuping , Jason Duan , and Vijay Mahjan , Dynamics and Peer Effects of Brand Revenue in College Sports , International Journal of Research in Marketing , Forthcoming 2020



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1. Fitzsimmons, J. A. and V. Mahajan, "Computer Assisted Purchasing," Journal of the Academy of Marketing Sciences, 4 (Summer 1976) 584-591.
2. Peterson, R.A. and V. Mahajan, "Practical Significance and Partitioning Variance in Discriminant Analysis," Decision Sciences, 7 (October 1976) 649-658.
3. Schoeman, M.E.F. and V. Mahajan, "Using the Delphi Method to Assess Community Health Needs," Technological Forecasting and Social Change, 10 (May 1977) 203-210.
4. Mahajan, V., A. K. Jain and M. Bergier, "Parameter Estimation in Marketing Models: An Application of Ridge Regression," Journal of Marketing Research, 14 (November 1977) 586-591.
5. Mahajan, V. and A. K. Jain, "An Approach to Normative Market Segmentation," Journal of Marketing Research, 15 (August 1978) 338-345.
6. Cervený, R., V. Mahajan, D. Griffin and R. Ludwig, "Development of a Management Information System Established for a Health Systems Agency," Urban Systems, 3 (August 1978) 87-100.
7. Cervený, R.C., V. Mahajan and R. Ludwig, "Management Information System for Health Systems Agencies," Socio-Economic Planning Sciences, 12 (December 1978) 229-236.
8. Mahajan, V., A. K. Jain and B.T. Ratchford, "Use of Binary Attributes in the Multiplicative Competitive Interactive Choice Models," Journal of Consumer Research, 5 (December 1978) 210-215.
9. Jain, A. K., F. Acito, N. Malhotra and V. Mahajan, "A Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Models," Journal of Marketing Research, 16 (August 1979) 313-322.
10. Jain, A. K., F. Acito and V. Mahajan, "Why Did They Pack that Package?," Bank Marketing, 11 (June 1979) 20-27.
11. Mahajan, V., S.I. Bretschneider and John W. Bradford, "Feedback Approaches to Modeling Structural Shifts in Market Response," Journal of Marketing, 44 (Winter 1980) 71-80.
12. Milligan, G. and V. Mahajan, "A Note on Procedures for Testing the Quality of a Clustering of a Set of Objects," Decision Sciences, 11 (October 1980) 669-677.
13. Huff, D. L., V. Mahajan and W. Black, "Facial Representation of Multivariate Data," Journal of Marketing, 45 (Fall 1981) 53-59.
14. Achabal, D., W.W. Gorr and V. Mahajan, "MULTILOK: A Multiple Store Location Decision Model," Journal of Retailing, 58 (Summer 1982) 5-25.

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19. Mahajan, V., S. Sharma and Y. Wind, "Parameter Estimation in Marketing Models in the Presence of Influential Response Data: Robust Regression and Applications," Journal of Marketing Research, 21 (August 1984) 268-277.
20. Mahajan, V., S. Sharma and Y. Wind, "Assessing the Impact of Patent Infringement on New Product Sales," Technological Forecasting and Social Change, 28 (August 1985) 13-27.
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26. Kohli, R. and V. Mahajan, "A Reservation-Price Model for Optimal Pricing of Multi-Attribute Products in Conjoint Analysis," Journal of Marketing Research, 28 (August 1991) 347-354.
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36. Mahajan, Vijay and R. Venkatesh, "Tasting the Tea after a 15-year Brew: Editorial Reflections on the 1995-1997 Years," Journal of Marketing Research, 51 (February 2014), 120-126.
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38. Schaefer, Richard, Raghunath Rao and Vijay Mahajan, "Marketing Self-Improvement Programs for Self-Signaling Consumers", Marketing Science, 37 (December 2018), 912-929.

### III. Papers in Proceedings

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2. Mahajan, V. and R.A. Peterson, "Computer Applications in Innovative Hospitals," Proceedings, 8th Annual Meeting of the American Institute of Decision Sciences, Schneider (ed.), (1976) 303.
3. Mahajan, V. and M. Agarwal, "Environment and Public Policy in the United States: A Diffusion Analysis," 1976 NATO Conference on Environmental Assessment of Socio-Economic Systems,

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4. Mahajan, V. and I. Koutrovelis, "Diffusion of Complementary and Competing Innovations," Proceedings, 8th Annual Meeting of the American Institute of Decision Sciences, Howard Schneider (ed.), (1976) 369.
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  6. Bhatt, B.J. and V. Mahajan, "Macro Implications of Micro Manpower Planning in Less Developed Countries," 1977 NATO Conference on Manpower Planning and Organizational Design, Stressa, Italy, R. Niehaus and D. Bryant (eds.), London: Plenum Publishing Company, (1978) 461-474.
  7. Jain, A. K. and V. Mahajan, "Implications of a Country Work Force's Perceptions of Occupations on Work Force Mix and Macro Manpower Plans," 1977 NATO Conference on Manpower Planning and Organizational Design, Stressa, Italy, R. Niehaus and D. Bryant (eds.), London: Plenum Publishing Company, (1978) 653-666.
  8. Mahajan, V. and A. K. Jain, "An Approach to Forecasting the Demand of Household Durables," Proceedings, The Fourth International Research Seminar in Marketing, Senanque Abbey, Gordes, France, (1977) 204-213.
  9. Mahajan, V. and A. K. Jain, "An Experiment with the Attribute-Dynamic Attribute Model," Proceedings, The Fourth International Research Seminar in Marketing, Sennaque Abbey, Gordes, France, (1977) 214-225.
  10. Mahajan, V., A. K. Jain and A. J. Thangraj, "Attribute Determinance: An Evaluation of Alternative Measures and Some Potential Applications," Analytical Approaches to Product and Marketing Planning, Allen Shocker (ed.), Cambridge, MA: Marketing Science Institute, (1979) 257-272.
  11. Jain, A. K., V. Mahajan and N. Malhotra, "Planning Health Care Facilities for the Aged Using Administrators' Perceptions of Consumer Needs," 9th Annual Meeting of the American Institute of Decision Sciences, Justin Stolen, Majes Conway (eds.), (1977) 632.
  12. Mahajan, V., A. K. Jain, R.A. Peterson and N. Malhotra, "Time-space Integration in Diffusion Models for New Products," Proceedings, American Marketing Educators' Conference, Chicago: American Marketing Association, (1978) 47-50.
  13. Goodwin, S. A., V. Mahajan and B. J. Bhatt, "On Consumer Dissatisfaction: Arbitration as an Alternative Dispute Resolution Mechanism," Proceedings, Association for Consumer Research Conference, Vol. VI, Bill Wilkie, ed., Ann Arbor: Association for Consumer Research, 6 (1979) 460-465.

14. Jain, A. K., V. Mahajan and N. Malhotra, "Multiattribute Preference Models for Consumer Research: A Synthesis," Proceedings, Association for Consumer Research, Bill Wilkie, ed., Ann Arbor: Association for Consumer Research, 6 (1979) 248-252.
15. Jain, A. K., V. Mahajan and N. Malhotra, "Financial Viability of Non-Commercial Theaters in America: An Evaluation of Alternative Management Strategies," Proceedings, The Sixth International Research Seminar in Marketing, Senanque Abbey, Gordes, France, 1979.
16. Jain, A. K., N. Malhotra and V. Mahajan, "Aggregating Conjoint Data: Some Methodological Considerations and Approaches," Proceedings, American Marketing Association Educators' Conference, Chicago, IL: American Marketing Association, (1979) 74-77.
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18. Kerin, R.A., V. Mahajan and R.A. Peterson, "Shift-Share Analysis As a Diagnostic Tool for Multi-Product Performance Appraisal," Proceedings, American Institute of Decision Sciences, 1980.
19. Wind, Y., and V. Mahajan, "A Reexamination of New Product Forecasting Models," Proceedings, American Marketing Educators' Conference, Chicago: American Marketing Association, (1981) 358-363.
20. Mahajan, V., "Innovative Behavior and Repeat Purchase Diffusion Models," Proceedings, American Marketing Educators' Conference, Chicago: American Marketing Association, (1982) 456-460.
21. Wind, Y., V. Mahajan and D. J. Swire, "Standardized Portfolio Models: An Empirical Comparison of Business Classifications," R. K. Srivastava and A.D. Shocker, eds., Proceedings of Analytical Approaches to Product and Marketing Planning, Boston: Marketing Science Institute, (1982) 312-320.
22. Mahajan, V., Y. Wind and S. Sharma, "An Approach to Repeat-Purchase Diffusion Analysis," Proceedings, American Marketing Educators' Conference, Chicago: American Marketing Association, (1983) 442-446.
23. Burke, R. R., J. Cho, W. S. DeSarbo and V. Mahajan, "The Impact of Product-Related Announcements on Consumer Purchase Intentions," Advances in Consumer Research, Vol. 17, eds., Gerald Gorn and Richard Pollay, Provo, UT: Association for Consumer Research, 17 (1990) 342-350.
24. Sharma, S., R. Netemeyer and V. Mahajan, "In Search of Excellence Re-visited: An Empirical Evaluation of Peters and Waterman's Attributes of Excellence," Proceedings, American Marketing Educators' Conference, Chicago: American Marketing Association, (1990).
25. Mahajan, V., and Yoram (Jerry) Wind, "Got Affect? Moving Product Positioning Beyond Features and Benefits," Proceedings, Marketing: Driving Force of the Economy, Budapest University of

Economic and Sciences and Public Administration, Marketing Department, (Edited by András Bauer and József Berács) (November 2000).

#### IV. Book Reviews and Computer Abstracts

1. Mahajan, V. "Marketing Models and Econometric Research by Leonard Parsons and Randall Schultz," Journal of Marketing Research, 14 (February 1977) 123.
2. Mahajan, V. "The Delphi Method: Techniques and Applications by Harold Linstone and M. Turoff," Journal of Marketing Research, 13 (August 1976) 317-318.
3. Mahajan, V. "Economics of Space and Time: The Measure-Theoretic Foundations of Social Science by Arnold M. Faden," Journal of Marketing Research, 15 (May 1978) 309.
4. Mahajan, V. "Review of Marketing - 1978 by G. Zaltman and T. Bonoma," Journal of Marketing, 42 (October 1978) 101.
5. Mahajan, V. "Strategic Market Planning: Problems and Analytical Approaches by Abell and Hammond," Journal of Marketing, 44 (Summer 1980) 131-136
6. Jain, A. K., V. Mahajan and M. Bergier, "RRIDGE: A Program for Estimating Parameters in the Presence of Multicollinearity," Journal of Marketing Research, 14 (November 1977) 561.

#### UNIVERSITY ACTIVITIES

##### I. University of Texas at Austin

###### A. Courses Developed and Taught

- Advanced Marketing Management
- Marketing of Services
- New Product Design/Marketing
- Marketing Decision Making in the Information Age / Analytical Tools for Marketing Decisions
- Marketing Management
- The Invisible Global Market

###### B. Committee Responsibilities

###### University Committees

- RISE - Research Infrastructure Enhancement Committee, (Provost's Committee on Infrastructure Enhancement) 1993-1994
- Chairman, Consultative Committee for the Selection of the Dean for the College of Business and Graduate School of Business, 1995-1996
- Marketing Consultant, UT Vice President for Development, Marketing Task Force for Capital Campaign 1998-2000

- Marketing Consultant, UT President's Task Force on Marketing, The University of Texas, 1999-2000
- UT President's Ad hoc Committee on Computer Training, 1999
- Asian American Studies Steering Committee, 1999-2000
- Board of Trustees, The Foundation for Religious Studies in Texas, 2000-present
- Provost's Committee on India, 2000-2001
- Academy of Distinguished Teachers Advisory Committee, 2000-2001
- University Co-Operative Society, Board of Directors, 2001-present
- South Asia Initiative Committee, 2002-2003
- President's UTOPIA Evaluation Committee, 2006
- President's Review Committee on Texas Brand Communication (Chair), 2010.

#### College of Business Committees

- Associate Dean for Research, 1991-1994
- Faculty Academic Development and Research Committee (FADRC), 1990-1991
- MBA Task Force, 1992-1993
- GSB/CBA Management Development Program Planning Committee Member, 1993-1994
- GSB/CBA Advisory Committee on Endowment Appointments, 1994-1995
- International Doctoral Consortium (U. T. CIBER) Co-Chair, March 1995
- GSB/CBA Entrepreneurship at Texas Steering Committee, 1994-1995
- Chairman, Faculty Research Awards Committee, 1994-1995
- Member, Graduate Studies Committee - Executive M.S. in Commercialization of Science and Technology, IC<sup>2</sup> Institute, 1995-1998; Chairman, 1996-1998.
- CBA/GSB Promotion Advisory Committee, 1996-1997
- CBA/GSB Dean's Strategic Planning Committee, 1996-1997
- MBA Diversity Initiatives Committee, Chair, 1998
- MBA Policy Committee, Chair, 1999-2000; Member 2000-2001
- Faculty Research Committee, 2000-2001
- Faculty Endowment Committee, 2002-2012
- Texas MBA Program Renewal Task Force (2008)
- CBA Hall of Fame, 2015-2016; 2019 - Today

#### Marketing Department Committees

- o Post-tenure Review Committee, 1998-2002, 2011, 2012, 2018, 2020
- o Marketing Department Committee on Graduate Studies, 1991- today
- o Marketing Department Doctoral Advisory Committee, 1990-1994; 1997-1999, 2019-2021
- o Recruiting Committee, Chairman, 1996-1998; Co-Chair, 1999, member until today
- o Strategic Planning Committee, 1998-1999
- o Coordinator, Marketing Department Spring Research Camp, 1996-2008
- o Endowment nomination Committee –1998-2002, 2004 – 2005
- o Marketing Department Executive Council, 2018-2022

#### C. Doctoral Dissertations

1. Subhash Sharma (Marketing, 1977)
2. V. Kumar (Marketing, 1985)

3. Mary Zimmer (Marketing, 1985)
4. Joe Cherian (Marketing, 1986)
5. Zhimin Huang (Management Science, 1991)
6. Sambit Mukherjee (Management Science, 1992)
7. Abbas Kurawarwala (Operations Management, 1992)
8. James Hugo Gerberman (Interdisciplinary, 1992)
9. Namwoon Kim (Marketing, 1993)
10. Ann Hale (Marketing, 1993)
11. Sukumar Rathnam (Information Systems, 1993, Co-Chair) Winner of the 1994 American Marketing Association Doctoral Dissertation Competition
12. Changning Zhang (Interdisciplinary, 1994, Co-Chair)
13. Ramaswamy Venkatesh (Marketing, 1994, Chair)
14. Shan Li (Interdisciplinary, 1995)
15. Constantin A. Vaitos (Operations Management, 1995)
16. Shikhar Sarin (Marketing, 1996, Chair) Winner of the 1996 PDMA Dissertation Proposal Competition
17. Birendra Mishra (Accounting, 1997)
18. Thomas Burnham Marketing, 1998, Chair) Winner of 1997 State Farm Companies Foundation Doctoral Dissertation in Business Award
19. Rahul Singh (Operation Management, 1998)
20. Nikhil Jain (Operations Management, 1998)
21. Shantanu Bhattacharya (Operations Management, 1998, Co-chair) 1996 Honorable Mention Dissertation Proposal Award, Marketing Science Institute
22. Joseph LaCugna (Business Strategy, 1998, Co-Chair) Awarded an NSF-supported research grant from the Center for Innovation Management Studies at Lehigh University
23. Saurabh Gupta (Operations Management 1998)
24. Judy Frels (Marketing, 1999)
25. Anil Singh (School of Library/Information Science, 1999)
26. Ashutosh Prasad (Marketing, 1999, Chair)
27. Yuhong Wu (Marketing, 2001, Chair)
28. Fang Wu (Marketing, 2001, Chair)
29. Sencer Ecer (Economics, 2002)
30. Christopher Conner (Pharmacy, 2002)
31. Ravindra Chiturri (Marketing, 2003, Chair)
32. De Liu, MSIS Department (Marketing, 2004)
33. Bill Brennan (Economics, 2005)
34. Aruna Sivakumar (Civil Engineering, 2005)
35. Pravin Nath (Marketing, 2006, Chair)
36. Sreekumar Bhaskaran (Operations Management, 2006)
37. Dazhong Wu (Information Systems, 2006)
38. Sinan Erzurumlu (Operations Management, 2007)
39. Ling Xue (Information Systems, 2007)
40. Xiudi He (Operations Management, 2007)
41. Yingjuan Du (Economics, 2007)
42. Michael Luchs (Marketing, Co-Chair, 2008)



43. Dae-Yong Ahn (Marketing, Chair, 2009)
44. Sree Jonnalagedda (Operations Management, 2009)
45. Nita Umashankan (Marketing, 2010)
46. Shameek Sinha (Marketing, Co-Chair, 2011)
47. Jacob Brower (Marketing, Chair, 2011)
48. Till Richter (Art History, 2012)
49. Saim Kashmiri (Marketing, Chair, 2012)
50. Debika Shi (Marketing, 2013)
51. Sandeep Arora (Marketing, Co-chair, 2014)
52. Kyung (Kacy) Ok Kim (advertising, 2014)
53. Richard Schaefer (Marketing, Co-Chair, 2015)
54. Zhuping Liu (Marketing, Chair, 2017), Winner of 2016 Marketing Science Institute dissertation proposal award
55. Chandra Srivastava (Marketing, Chair, 2019)

## II. Southern Methodist University

### A. Courses Developed and Taught

- Marketing Research (Undergraduate, MBA)
- Marketing Policy (Undergraduate, MBA)
- Product Policy (Undergraduate, MBA)
- Forecasting Technological Innovations (MBA)
- Marketing of Services (MBA, EMBA)

### B. Committee Responsibilities

- Edwin L. Cox School of Business R & D Council, 1982-1989
- Dean's Committee on Decision Room Project, 1982-1983
- Chairman Edwin L. Cox School of Business Academic Affairs Committee, 1983-1984
- Dean's Executive Council, 1983-1984
- Provost's Search Committee for Endowed Chair in Geological Sciences, 1983-1985  
Chairman, Dean's Search Committee for Endowed Chair in Management Information Sciences, 1984-1985
- Dean's Search Committee for Endowed Chair in Management Information Sciences, 1985-1987
- Dean's Ad Hoc Committee for Promotion and Tenure, College of Engineering, 1985-1986, 1989-1990
- Dean's Search Committee for Endowed Chair in Marketing, 1985-1986, 1989-1990;  
Chairman of the Committee, 1986-1987
- Dean's Search Committee for Corrigan Professorships, 1987-1988
- Chairman, Cox Business School's Committee for Rank and Tenure, 1988-89
- Dean's Search Committee for the Chairman of Computer Science Department, 1989-1990

### C. Doctoral Dissertations

Doug Ziemer (1991)

### III. The Wharton School, University of Pennsylvania

#### A. Courses Developed and Taught

1. Taught Courses and Seminars in:
  - Marketing Management (MBA)
  - Product Policy (MBA)
  - Research Seminar (Undergraduate)
  - Marketing Models (MBA)
2. Course head: The MBA Core
  - Marketing Management Course (1980/81)
  - The Undergraduate Research Seminar (1981/82)

#### B. Committee Responsibilities

1. Marketing Department Committees
  - Recruiting/Faculty Committee, 1980 to 1982
  - Recruiting/Ph.D. Students Committee, 1980/1981
  - MBA Advisor for research majors
  - Coordinator, Semi-annual Executive Education Program (1981/82)
2. Wharton School Committees
  - Undergraduate Executive (1980 to 1982)
  - Graduate Standards (1981/82)

#### C. Doctoral Dissertations

Chris Easingwood (1981)

### IV. Ohio State University

#### A. Courses Developed and Taught

- Marketing Research (MBA and undergraduate)
- Product Development and Planning (MBA)

- Research Seminar (Ph.D.)
- Marketing Planning (Undergraduate)

## B. Committee Responsibilities

### 1. Marketing Department Committees

- Consumer Behavior Exam Committee (1978/79)
- Ph.D. Committee (1978/79/80)
- Long Range Planning and Policy Committee (1979/80)
- Faculty Recruiting Committee (1979/80)

### 2. College of Administrative Science

- Quantitative Courses Committee (1978/79/80)
- Computer Committee (1978/79/80)

## V. State University of New York at Buffalo

### A. Courses Developed and Taught

- Systems Theory (Ph.D.)
- Management of Service Systems (Ph.D.)
- Analytical Methods of Planning (MBA-Exec.)
- Analytical Methods of Control (MBA-Exec.)
- Business Policy and Planning (MBA, Undergraduates)
- Health Systems Analysis (MBA)

### B. Committee Responsibilities

#### 1. Management Systems Department

- Member and Chairman of various departmental Ad Hoc Committees

#### 2. School of Management

- MBA Admissions Committee (1975/78)
- Dean's Long-Range Planning and Policy Committee (1977/78)

#### 3. University Committee

- University Institutional Funds Committee (1977-78)

### C. Doctoral Dissertations

Peter Demmin (1979), Michel Bergier (1978), James Rader (1978)

## VI. Other Universities

### A. Doctoral Dissertations

University of Poona, India - V. A. Lavaraj (External Reviewer, Dept. of Statistics) 1990  
University of Houston - V. Satya (Committee Member, Marketing) 1996  
University of Houston - Charu Prakash, (Committee Member, Marketing) 1996  
University of Madras, Ethiraj College for Women, Mrs. M. Poornima, (External Reviewer) 2001  
The Chinese University of Hong Kong-Chen, Rong (External Reviewer) 2004  
University of British Columbia – Yiu (Jason) Ho (External Examiner) 2005  
The Chinese University of Hong Kong, Ho Ying (External Examiner) 2006  
Indian Institute of Technology, Kanpur, Trishla Singh (External Examiner), 2006  
Indian Institute of Technology, Kanpur, Sumit Raut, (External Examiner), 2006

### B. Master's Thesis

The Chinese University of Hong Kong - Ho Yiu Chung, (External Reviewer) 1999-2000

### C. Faculty Review

Occasional evaluator of faculty promotion for:

American University (Cairo), Arizona State University, Asian Institute of Technology (Bangkok, Thailand), Bilkent University, Faculty of Business Administration (Turkey), Boston University, Carnegie Mellon University, Chinese University of Hong Kong, Columbia University, Cornell University, Dartmouth College, (Tuck School), Georgetown University, Georgia Institute of Technology, Hebrew University, Hong Kong University of Science and Technology, INSEAD (France), Imperial College Business School ( U.K ), Iowa State University, Lancaster University Management School, London Business School (England), Long Island University , Louisiana State University, Manchester Business School (England), Massachusetts Institute of Technology, National University of Singapore, New York University, Northeastern University, Northwestern University, Ohio State University, Oxford University (England), Pennsylvania State University, Rensselaer Polytechnic Institute, Rice University, Rutgers University, School of Oriental and African Studies ( London University ) , Southern Methodist University, Stanford University, State University of New York at Binghamton, Syracuse University, Tel-Aviv University, Thunderbird American Graduate School of International Management, Tulane University, University of Alberta, University of Arizona, University of Bradford (England), University of British Columbia (Canada), University of California at Berkeley, University of California at Los Angeles (UCLA), University of Central Missouri, University of Cincinnati, University of Delaware, University of Florida, University of Georgia, University of Houston, University of Hong Kong, University of Illinois at Chicago, University of Illinois at Urbana/Champaign, University of Kentucky, University of Michigan, University of North Texas, University of North Carolina, University of Notre Dame, University of Nottingham, University of Pennsylvania (The

Wharton School), University of Pittsburgh, University of Rochester, University of Santa Clara, University of South Carolina, University of Southern California, University of Texas at Austin, University of Texas at Dallas, University of Virginia, University of Washington, University of Wisconsin at Madison, Vanderbilt University, Tsinghua University.

## OTHER PROFESSIONAL ACTIVITIES

### A. Editorial and Professional Activities

1. Editor, *Journal of Marketing Research*, 1994-97
2. Department Editor, for Planning and Forecasting, *Management Science*, 1987-1991
3. Member of the Editorial Boards of:
  - *Journal of Marketing*, 1980 to 1999, 2002 to 2011
  - *Journal of Consumer Research*, 1994 to 2003
  - *Journal of Retailing*, 1980 to 2004
  - *Marketing Science*, 1982 to 1994; 1998 to 2011
  - *Journal of Marketing Research*, 1983 to 1994, 1997 to 2003
  - *Journal of Product Innovation Management*, 1985 to 2012
  - *Technological Forecasting and Social Change*, 1985 to 2010
  - *Journal of World Business*, 1996 to 1998
  - *Journal of Interactive Marketing*, 1997 to 2002
4. Occasional reviewer for:
  - *Management Science*
  - *Operations Research*
  - *Decision Sciences*
  - *International Journal of Research in Marketing*
  - *Marketing Letters*
5. Judge of competitive research papers submitted to the Annual Educators' Conference of the American Marketing Association (1978-2011), Winter Marketing Educators' Conference (2001-2011), Association for Consumer Research (1979, 1984, 1989, 1990) and American Institute for Decision Sciences (1981).
6. Judge for the doctoral dissertation competition for the Marketing Science Institute (1990-2011) and the American Marketing Association (1988-2011).
7. Expert Reviewer of Research Proposals of the National Science Foundation/Decision and Management Science Program, 1983-present.
8. Member of Marketing Strategies Steering Group of Marketing Science Institute, 1983 - 1984; Brand Equity Group, 1991-1992
9. Co-editor, special issue of Journal of Retailing (Fall 1983) on Strategic Issues in Retailing.

10. Member of Blue Ribbon Panel for selecting the best competitive paper at the National Conference of American Marketing Association, 1986.
11. Member of Special Committee in 1986 and 1988 to select best paper published in Journal of Marketing Research for the O'Dell Award.
12. Member of American Marketing Association's Advanced Research Techniques Forum (ART Forum) Program Committee, 1994, 1995, 1996.
13. Member of Technological Forecasting and Social Change Best Paper Committee, 1996-2001.
14. Invited to nominate a candidate for the Nobel Prize for The Bank of Sweden Prize in Economic Sciences in Memory of Alfred Nobel (The Royal Swedish Academy of Sciences) 1996, 1997, 1998.
15. Member of the Parlin Award Board of Governors, American Marketing Association, 1997, 2016.
16. Judge for the EXPLOR Award, presented at the 2001 EXPLOR Forum for Continuing Progress in Online Research, a conference sponsored by the American Marketing Association, the A. C. Nielson Center for Marketing Research – University of Wisconsin, Madison, and the Von Allmen E-Commerce Center – University of Kentucky, 1999-2001.
17. Visiting Examiner for Full-Time Undergraduate Programme in Integrated BBA (Marketing) and MSc in Marketing, The Chinese University of Hong Kong, 2002-2005.
18. Reviewer for the Open Programme of the Dutch Social Science Research Council of the Netherlands Organisation for Scientific Research (NOW), The Netherlands, 2003.
19. Occasional reviewer for The Israel Science Foundation, 2004, 2011.
20. Advisory Board, Journal of Product Innovation Management, 2013- present.
21. Member, Churchill Award Committee, AMA Marketing Research SIG, 2018

B. Planning and Organizing Professional Programs

- TIMS College of Marketing Sessions, ORSA/TIMS, Colorado Springs, November 1980; San Diego, November 1982.
- The 4th Market Science Conference, Wharton School, March 1982
- Innovation Diffusion Models, Marketing Science Institute, Cambridge, MA, October 1983.
- Track Chairman for Strategy and Marketing Management, American Marketing Association Educators' Conference, Toronto, 1987.
- Track Chairman for Marketing Research, American Marketing Association Educator's Conference, Chicago, 1989.

- Roles for Research and Models in Improving New Product Development, Marketing Sciences Institute, Cambridge, MA, May 1990.
- Innovation for the 21st Century Enterprise, SEI Center for Advanced Studies in Management, The Wharton School, Fall 1990.
- “Doing Business in India - The Texas Connection,” The University of Texas at Austin, IC<sup>2</sup> Institute, Austin, TX, 1996
- Co-Chairman for New Product Diffusion Models Conference, The SEI Center for Advanced Studies in Management, The Wharton School, University of Pennsylvania, Philadelphia, PA, and The University of Texas at Austin, IC<sup>2</sup> Institute, and The Center for Customer Insight, September 1998
- Co-Chairman for Digital Marketing Conference, co-sponsored by The SEI Center for Advanced Studies in Management, The Wharton School, University of Pennsylvania, Philadelphia, PA, and The University of Texas at Austin, IC<sup>2</sup> Institute, and The Center for Customer Insight, October 1998
- Faculty Development Program, North American Society for Marketing Education in India, (NASMEI), Jammu University, Jammu, India, June 1998; Kashmir University, Srinagar, India, June 1999; Indian Institute of Foreign Trade, New Delhi, India, March 2000

### C. Conference Presentations

1. Presented papers at national conferences of the American Marketing Association (1976-1983, 1987-1993, 1996-1997);
  - ORSA/TIMS (1976-1992)
  - Association for Consumer Research (1978)
  - NATO Conferences (Istanbul 1976; Stressa, Italy, 1977); International Marketing Conference (Aix-en-Provence, France, 1977, 1979, 1984); American Institute of Decision Sciences 1976, 1980); International Institute for Applied Systems Analysis (Laxenburg, Austria, June 1989); Wharton SEI Center (1990, 1992, 1994, 1995); Emory University (Relationship Marketing) 1992; AMA Advanced Research Techniques Forum (1992-1996); International Federation of Operations Research Societies (IFORS Lisbon, Portugal, 1993); Centro De Desenvolvimento E Planejamento Regional (CEDEPLAR), Belo Horizonte, Brazil 1994; Product Development and Management Assoc. (PDMA) South Central Chapter Meeting, 1995; University of Illinois, (Marketing Technologies Symposium), 1995, and (Paul D. Converse Award Symposium), 1996; International Academy of Management, (UCLA 1996; New York, 1998), AMA Winter Educators’ Conference (1998-2018); INFORMS Marketing Science Conferences, (1980-2019), Marketing Dynamics Conference (Beijing, 2015), Summer Institute in Competitive Strategy (UC Berkeley, 2015), Global R&D Summit (FICCI, New Delhi, 2015), International Conference of Information Systems (South Korea 2017), Statistical Challenges in eCommerce (Netherlands 2018)

## 2. Conference Keynote Speeches and Featured Speaker:

- Keynote Speaker, Marketing of Insurance Services, Malayasian Insurance Institute and National University of Malaysia Kuala Lumpur, Malaysia, 1987
- Keynote Speaker, The 9th International Symposium on Forecasting, Vancouver, Canada, 1989
- Keynote Speaker, The Annual Futurcast in Action Forum, (Futurion Association, Inc., Pittsburgh), 1989, 1990, 1992
- Featured Speaker, American Software Users Group, Spring Conference, Atlanta, 1990
- Featured Speaker, The 10th International Symposium on Forecasting, Athens, Greece, 1990
- Featured Speaker, The Annual International Symposium on Forecasting, Pittsburgh, 1993
- Keynote Speaker, Albert Haring Symposium for Doctoral Research in Marketing, Indiana University, Bloomington, IN, 1994.
- Featured Speaker, New Product Winners Conference, Executive Enterprises, Inc., New York, NY, 1994
- Featured Speaker, Marketing Science Institute (Board of Trustees Meeting, Boston, 1994)
- Honored Speaker, Korean Marketing Association/American Marketing Association, Seoul, Korea, 1995
- Keynote Speaker: The Role of Affect in Marketing Conference, University of California, Riverside, CA, 1995
- Featured Speaker: IV Simposium Internacional de Mercadotecnia, ITESM, Mexico City, 1997
- Keynote Speaker, Workshop on Management Research, Aditya Birla Centre at the London Business School with the Indian Institutes of Management, Calcutta, India, 1999
- Keynote Speaker, NASMEI (North American Society for Marketing Education in India) Faculty Development Workshop, Department of Management Studies, Kashmir University, Srinagar, Kashmir, India, 1999
- Featured Speaker, The Best of Management 2000 Conference, Sponsored by Business magazine; Negocios en el Peru, and ESAN (Escuela de Administracion de Negocios para Graduados) Lima, Peru, 2000



- Keynote Speaker, COTIM (Conference on Telecommunications and Information Markets) “From E-Commerce to M-Commerce: Will “M” bring home the magic?,” co-sponsored by the University of Rhode Island, Fraunhofer-Institut für Systemtechnik and Innovationsforschung, Karlsruhe, Germany, 2001
- Guest Speaker, Taylor Nelson Sofres Information Technology Conference, Lausanne, Switzerland, 2001
- Keynote Speaker, Launching of the Small Industries Development Bank of India Innovation & Incubation Centre, Indian Institute of Technology Kanpur, India, January 2002
- Featured Speaker, Workshop on Strategic Marketing Issues, University of Jammu, Jammu, India, January 2002
- Keynote Speaker, Annual Leadership Seminar, Saraswati Natwarlal Bhagwati Lectureship Series – Ahmedabad Management Association, Ahmedabad, India, September 2002
- Keynote Speaker, “Moving Consumer Goods Faster- A National FMCG Conclave,” Confederation of Indian Industry (CII), Mumbai, October 2002
- Guest Speaker, Rotary Club of Bombay, Mumbai, June 2003
- Valedictory Speaker, “Conference on Changing Paradigms in Marketing of Services,” University of Hyderabad, July 2003
- Keynote Speaker, Hyderabad Software Export Association, July 2003, July 2007
- Featured Speaker, American Chamber of Commerce, New Delhi, India, 2003
- Featured Speaker, American Chamber of Commerce, Bangalore, India, 2003
- Featured Speaker, “Looking Beyond” Lecture Series of GAIL (Gas Authority of India Limited), New Delhi, India, 2003
- Featured Speaker, Unilever Pakistan Ltd., Karachi, Pakistan, December 2003
  - Featured Speaker, 3M Austin India Day, Austin, Texas, August 2004, 2006
  - Featured Speaker, IBM’s Seminar Series, Austin, Texas, November 2004
  - Featured Speaker, British Petroleum, Houston, Texas, February 2005
  - Featured Speaker, Wharton Fellows Program, Mumbai, India, March 2005
  - Featured Speaker, International Conference of Management Science and Applications, Southwest Jiaotong University, Chengdu, China, 2005

- Featured Speaker, Marketing Scholar Forum, Fudan University, Shanghai, China, 2005
- Featured Speaker, Global Marketing Executive Summit, World Trade Group, Myrtle Beach, SC, 2006
- Featured Speaker, Indian Merchants' Chamber, The 86% Solution Book Panel Discussion, Mumbai, India, 2006
- Keynote Speaker, Marcon 2006, Annual Conference of Marketing Association of Pakistan, Lahore, 2006
- Featured Speaker, MATE Publishing, *The 86% Solution*, Belgrade, Serbia, 2007.
- Keynote Speaker, Pet Coke Conference, Jacobs Consultancy, New Orleans, March 2008.
- Keynote Speaker, Commonwealth East Africa International Business Forum, Kigali, Rwanda, October 2008.
- Featured Speaker, American Enterprise Institute (Washington D.C.), Development Beyond Aid (Making the Private Sector Work for Africa), Washington, D.C., January 2009.
- Keynote Speaker, 14<sup>th</sup> Slovenia Marketing Conference, Portoroz, June 2009.
- Keynote Speaker, The 8<sup>th</sup> Annual African Venture Capital Association Conference, Cairo, Egypt, November 2009.
- Keynote Speaker, Africa Business Conference, Kellogg School of Management, Northwestern University, January 2010.
- Presidential Lecture (on Africa) hosted by President of Northeastern Illinois University, Chicago, February 2010.
- Keynote Speaker, The Frontiers of BPO Business, Japan External Trade Organization (JETRO) and Ministry of Economy, Trade and Industry (METI), Tokyo, March 2010.
- Featured Speaker, Africa 2060: Good News from Africa, Pardee Center for the Study of Longer-Range Future, Boston University, April 2010.
- Keynote Speaker, Coca Cola Bottlers Conference (East, Central, and West Africa), Windhoek (Namibia) July 2011
- Featured Panelist, Emerging Markets Summit, Standard Chartered Bank Signature Event, Washington D.C., September 2011
- Keynote Speaker, Brand Africa Forum, hosted by Brand South Africa (office of President of South Africa) Johannesburg, September 2011

- Keynote Speaker, Texas-Africa Business Summit, The Baker Institute, Rice University, September 2012.
- Keynote Speaker, 7<sup>th</sup> Annual Global business Forum, Emerging Africa, McBride Center for International Business, Baylor University, March 2013.
- Keynote Speaker, Digital Africa Conference, Abuja, Nigeria, April 2013 (video recorded).
- Featured Speaker, AT Kearney 2013 CEO Retreat (Global Business Policy Council), Marrakech Morocco, June 2013.
- Keynote Speaker, IIM Americas (Indian Institute of Managements) Alumni Conference, Houston, February 2014.
- Featured Speaker, World Affairs Council, Houston, May 2014.
- Featured Speaker, Young African Leaders Initiative (sponsored by U.S.A Department of State and White House), University of Texas at Austin, July 2014, July 2015, June 2016, July 2017
- Keynote Speaker (fireside chat), Private Equity in Africa, organized by Financial Times and Emerging Markets Private Equity Association, London, October 15, 2014.
- Featured Speaker, The Wharton Fellows Program, Austin, Texas, February 2015
- Keynote Speaker, India-USA Business Summit, Organized by CIBER (UT McCombs School) and Indian Institute of Management (Indore), September 2015
- Featured Speaker, India Innovation Growth Program, IC2 and Indo-US Science and Technology (US State Department Initiative), September 2015
- Featured Speaker, Global Strategy Forum, Atlantic Council (think tank), Washington D.C. May 2016
- Featured Speaker, Foreign Correspondents South Asia Club, New Delhi, November 2016
- Keynote Speaker, The Palladium Group, New York City, May 2017
- Featured Speaker, McCombs School MBA Reunion Conference, October 2018
- Keynote Speaker, Strategic Marketing Initiatives in Emerging Markets Conference, Jammu University, India, March 2019

#### B. Research Seminars at Other Universities and Institutions

Guest Lecturer at Faculty research seminars of various universities, including:

1. University of Social Sciences, Grenoble, France, 1977
2. Ohio State University, 1977, 1996
3. Indian Institute of Management, Ahmedabad, India, 1978, 2002

4. Kent State University, Ohio, 1980
5. University of Santa Clara, 1981
6. Southern Methodist University, Dallas, 1980, 1981
7. University of South Carolina, 1983
8. Bell Laboratories, 1983
9. University of Iowa, 1986
10. General Motors Research Laboratories, 1986
11. Texas A&M, 1986
12. University of Texas at Austin, 1979, 1982, 1984, 1986, 1987
13. University of Oregon, 1987
14. Dartmouth College, 1987
15. Yale University, 1987
16. New York University, 1987, 1999
17. Manchester Business School (England), 1987
18. University of Warwick (England), 1987
19. Northwestern University, 1987
20. University of Arizona, 1988
21. Indian Institute of Technology, Bombay, India, 1988
22. Jawaharlal Nehru University, New Delhi, India, 1988, 1998
23. Centre for Policy Research, New Delhi, 1988
24. The Wharton School, University of Pennsylvania, 1979, 1983, 1989, 1997; 1998 (SEI Center Critical Issues Lecture)
25. University of British Columbia, 1989
26. University of Pittsburgh, 1989
27. Rice University, 1989
28. University of California at Berkeley, 1989
29. Columbia University, 1991, 1996, 1997
30. University of Texas at Dallas, 1991
31. Cornell University, 1986, 1992
32. New Jersey Institute of Technology, 1992
33. University of Michigan, Ann Arbor, Michigan, 1992
34. Jammu University, India, 1988, 1993, 1997, 2007

35. National Institute of Science, Technology and Development Studies, Government of India, New Delhi, 1988, 1993, 1998
36. University of Houston, 1988, 1993
37. INSEAD (France), 1987, 1993
38. Tel Aviv University (Hebrew University of Jerusalem), 1986, 1993, 1998
39. Carnegie Mellon University, Pittsburgh, PA, 1986, 1989, 1993, 1998
40. Indian Institute of Foreign Trade, New Delhi, India, 1993, 1998, 2000, 2001
41. University of Delaware, 1993
42. Georgetown University, Washington, D.C., 1993
43. Hong Kong University of Science and Technology, 1993
44. Chinese Academy of Sciences, Institute of Systems Science, (Academia Sinica), Beijing, China, 1993
45. University of Illinois, 1993
46. University of Georgia (Athens), 1990, 1994
47. Stanford University, Stanford, California, 1984, 1994
48. University of Southern California, Los Angeles, CA, 1985, 1994
49. George Mason University, Fairfax, Virginia, 1994
50. Emory University, (Hightower Lecture) 1994
51. Escola De Administração De Empresas De Sao Paulo, Fundação Getulio Vargas, Sao Paulo, Brazil, 1994, 1995, 1998
52. University of São Paulo, São Paulo, Brazil, 1994, 1998, 2000
53. UCLA, Los Angeles, California, 1985, 1995
54. Duke University, Durham, North Carolina, 1995
55. University of Rochester, New York, 1995
56. University of Florida, (Winter Research Camp), Gainesville, 1995
57. University of California, Irvine, California, 1995
58. University of Hawaii, 1995
59. East/West Center, Hawaii, 1995
60. Washington University, St. Louis, MO, 1996
61. University of Connecticut, 1996
62. M.I.T. (Sloan), 1996; (Legatum Center), 2012, Boston, Massachusetts.
63. University of South Australia, (School of Marketing), 1997

64. University of New South Wales, (Australian Graduate School of Management), 1997
65. AT&T Consumer Labs, 1997
66. University of Maryland, 1997
67. Purdue University, 1997
68. University of Miami, 1997
69. London Business School, England, 1997
70. Catholic University, Leuven, Belgium, 1997
71. University of Groningen, Holland, 1997
72. Vanderbilt University, 1998
73. The Interdisciplinary Center, Herzliya, Israel, 1998, 2008
74. Penn State University, 1998
75. Harvard Business School, 1998
76. Cambridge University, The Judge Institute, Cambridge, England, 1998
77. Indian National Science Academy, Seminar on Math and Its Application to Industry and New Emerging Areas, New Delhi, India, 1998
78. Pontificia Universidad Catolica de Chile, Escuela de Administracion, Santiago, Chile, 1998
79. University of Cyprus, Nicosia, Cyprus, 1999
80. Cyprus International Institute of Management, Nicosia, Cyprus, 1999
81. National University of Singapore (Cycle and Carriage Visiting Professor in the Department of Marketing), Singapore, 2000
82. ESAN (Escuela de Administracion de Negocios para Graduados), Lima, Peru, 2000
83. University of Lausanne, Switzerland, 2001
84. Budapest University of Economic Sciences, Budapest, Hungary, 2001
85. Hungarian Academy of Sciences, 2001
86. Koc University, Istanbul, Turkey, 2001
87. The University of Kashmir, Srinagar, India, 2001, 2002
88. The University of Mannheim, Germany, 2001
89. The University of Mainz, Germany, 2001
90. The SKP University (Simon-Kucher & Partners), Bonn, Germany, 2001
91. Chinese University of Hong Kong (Wei Lun Visiting Professor), 2001, 2005
92. Indian Institute of Technology, Kanpur, India, 2002, 2006

93. Indian Institute of Management, Lucknow, India, 2002, 2006
94. Indian School of Business, Hyderabad, India, 2002, 2007
95. Università Commerciale Luigi Bocconi, Milan, Italy, 2002
96. Marketing Institute of Singapore, Singapore, 2000, 2002
97. Tilburg University, Tilburg, The Netherlands, 2003
98. Erasmus University, Rotterdam, The Netherlands 2003
99. University of St. Gallen, St. Gallen, Switzerland, 2003
100. Pakistan Management Association, Karachi, Pakistan, 2003
101. Lahore University of Management Sciences (LUMS), Lahore Pakistan, 2003, 2006
102. Tibet University, Tibet, China, 2005
103. Institute of Business Administration, Karachi, Pakistan, 2006, 2013
104. NUST Institute of Management Sciences, National University of Sciences and Technology, Rawalpindi, Pakistan, 2006
105. Graduate School of Business, University of Cape Town, South Africa, 2006
106. Lagos Business School (Enterprise Development Services), Pan-African University, Lagos, Nigeria, 2006
107. American University in Cairo, Egypt, (Cosponsored by American Chamber of Commerce), 2006
108. Al Akhawayn University, Morocco (Ifrane and Cassablanca, Cosponsored by American Chamber of Commerce), 2006
109. Islamic University of Science and Technology, Srinagar (Kashmir), India, 2007
110. Emergency Management and Research Institute, Hyderabad, India, 2007
111. Zagreb School of Economics and Management, Zagreb, Croatia, 2007
112. Mediterranean School of Business, Tunis, Tunisia, 2007, 2010
113. ESAA (Ecole Supérieure Algérienne des Affaires), Algiers, Algeria, 2007
114. University of Ljubljana (Slovenia), Faculty of Economics, 2009
115. African Leadership Academy, Johannesburg, South Africa, 2009
116. P & G Head Office for CEEMA (Central and Eastern Europe, Middle East, and Africa), Geneva, November 2009
117. DAL Cultural Forum, Khartoum, Sudan, 2010
118. Polytechnic of Namibia, Windhuck (Namibia), 2011.
119. The World Bank (Office of the Chief Economist for Middle East and North Africa), Washington, D.C., 2012

- 120. CSIS (Think Tank)- Center for Strategic and International Studies, Washington, D.C., 2012
- 121. Faculty of Agriculture, Gadjah Mada University, Yogyakarta, Indonesia, October 2013
- 122. P&G (Nigeria), Lagos, Nigeria, July 2013
- 123. OLAM (Nigeria), Lagos, Nigeria, July 2013
- 124. Unilever (Vietnam), Ho Chin Minh City, October 2013
- 125. University of St. Thomas, Houston, February 2014
- 126. University of Texas at Rio Grande Valley (Distinguished Lecture, College of Business and Entrepreneurship), April 2016

#### E. Doctoral Consortium Presentations

- American Marketing Association
  - University of Minnesota, 1982
  - Santa Clara University, 1994
  - University of Pennsylvania, The Wharton School, 1995
  - University of Colorado, 1996
  - University of Cincinnati, 1997
  - University of Georgia, 1998
  - University of Miami, 2001
  - Emory University, Atlanta, 2002
- Business Policy Division, Academy of Management, San Francisco, 1990
- Southwestern Marketing Association's Annual Doctoral Colloquium, 1995
- Doctoral Internationalization Consortium in Marketing, Austin, TX, 1997 (sponsored by Centers for International Business Education and Research at The University of Texas, UCLA, University of Michigan, Purdue, Duke University, and the University of Washington)

#### F. Executive Education (1992 - Present)

1. UT-Austin
  - Halliburton Summer Business Foundation (2008)
  - Doing Business in China and India, Houston 2007



- ESCP-EAP (European Executive MBA), 2007
- IMADDEC (Austria) EMBA, 2006, 2007, 2008, 2011
- CIBER (Global Programs), 2005, 2006
- Beijing Electric and Power Corporation, 2006
- LG Electronics/STAR Program – November 2004
- Strategic Marketing – April 2004
- Executive Certificate Program in Mexico City – May 2004
- EMBA at UT, August 2004
- Advocacy; Champion Yourself and Your Ideas – 2004, 2005
- Management Development: Public Programs, (1993; 1994; 1995; 1996; 1997; 1998, 1999, 2000, 2001, 2002, 2003, 2004)
- Pfizer, (2002)
- Institute for Managerial Leadership – Houston, 1998-1999; Austin, 1998-2004
- BMC Software, (2000)
- EMBA Program, Mexico, (1997, 1998, 1999, 2000, 2001, 2005)
- The Turku School of Economics and Business Administration, (1994, 1995, 1996, 1997, 1998, 1999, 2000)
- Brazil EMBA, Instituto Superior de Administraçao de Empresas de Paraná/Coligado à Pontifícia Universidade Catolica do Paraná, (1994, 1995, 1996, 1997, 1998, 2000)
- Motorola-UT; Global Leadership Program, 1999
- Vitro (Mexico, 1997, 1998)
- Texas Institute for Latin American Research, TILAR (CIBER), 1997
- ACCOR (Brazil 1997)
- IBM (1997)
- AMD (1997)
- Marathon Oil (1997)
- Amoco (1997)
- FEMSA (Empaque Division) Monterrey Tech, Mexico (1997)
- FEMSA/Monterrey Tech, Mexico City (1997)
- Price Waterhouse, Mexico, (1996, 1997)
- Executive M.S. in Science and Technology Commercialization, IC<sup>2</sup> Institute, (1996; 1997)
- Executive Program for American Corporate Council Association, (1995)
- 3M Competitive Marketing Strategy, (1993; 1995)
- American Airlines: Fly AAWay Vacations, (1995)
- American Institute of Certified Public Accountants, (1994)
- Ana G. Mendez University, Puerto Rico, (1993)
- Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESM), Leon Campus, Mexico, (1992), Austin, TX (1993)
- Johnson & Johnson, (1992)

## 2. Others

- Symphonia and Gordon Institute of Business Science (University of Pretoria), South Africa, 2009
- IDC – Israel (2008)
- Pearson (2007)
- British Petroleum (2005)
  - Indian School of Business, (2002, 2003, 2004)
  - The Wharton Fellows Programs (2001, 2002, 2003,2005)
  - ESADE (Escuela Superior de Administracion y Direccion de Empresas) Barcelona, Spain, (March 2000 and October 2000)
  - Tata Management Training Center, Pune, India (1999)
  - University of Texas at Dallas: Executive MBA Program, (1995, 1998) MIMS Long Distance Learning: Embanet, (1998, 1999) and the Medical Management Program, (1998)
  - Bristol Meyers Squibb, (1998)
  - J C Penney Company, Inc., (1998)
  - Grupo Antarctica, Brazil (1998)
  - University of South Australia, School of Marketing (1997)
  - Cornell University Executive Education, (1995, 1997, 1998, 1999, 2000)
  - University of Sao Paulo, Executive MBA Future Studies Program, Sao Paulo, Brazil, (1994; 1995; 1996; 1998, 1999, 2000)
  - Samsung Electronics Co. (Domestic Division), Seoul, Korea, (1995)
  - Dell Computers (1995, 1998)
  - Escuela de Administracion De Negocios Para Graduados, (ESAN), Lima, Peru (1996, 2000)
  - AMRESKO, Inc. (1996)

## PROFESSIONAL AFFILIATIONS AND AWARDS

### Professional Affiliations

1. The Institute of Management Sciences
2. American Marketing Association
3. Product Development and Management Association
4. Association for Consumer Research

### Professional Offices and Appointments

1. President, North American Society for Marketing Education in India (1990-1991)
2. Board Member, International Faculty Advisory Board for the Interdisciplinary Center, Herzliya. 1994-present
3. Senior Fellow, SEI Center for Advanced Studies in Management, The Wharton School, University of Pennsylvania, 1996-present.

4. Senior Fellow (Distinguished Scholar), The Robert S. Strauss Center, LBJ School for Public Affairs, University of Texas at Austin, 2009-Present.
5. Senior Fellow IC<sup>2</sup> Institute, The University of Texas at Austin, 1983-Present.

### Professional Awards and Honors

#### A. Awards

1. Frank Gilbreth Award for 1975 Outstanding Graduate Student in Management Department, Graduate School of Business, The University of Texas at Austin.
2. Beta Gamma Sigma Honorary Fraternity.
3. Phi Kappa Phi Honorary Fraternity.
4. Omega Chi Epsilon Honorary Fraternity of Chemical Engineers.
5. Gold Medal - Jammu and Kashmir University, India (1st Class 1st, 1965, Higher Secondary).
6. Dean's Research Professorship in Administrative Sciences, Ohio State University, Spring 1980.
7. Selected by the Ohio State University, College of Administrative Science, for the 1979 University Research Award for research excellence.
8. Best Paper Award for the article, "MULTILOC: A Multiple Store Location Decision Model," published in and presented by the Journal of Retailing, 1982.
9. Second-Best Paper Award for the article, "A Decision-Support System for Developing Retail Promotion Strategy," published in and presented by the Journal of Retailing, 1983.
10. Best Paper Award for the article, "An Application of Portfolio Analysis for Identifying Attractive Retail Locations," published in and presented by the Journal of Retailing, 1985.
11. Best Reviewer Award, Marketing Science, 1986.
12. Finalist in 1987 for the Journal of Marketing Research O'Dell Best Paper Award, "A Conjoint Model for Measuring Self and Cross Price-Demand Relationships," Journal of Marketing Research, 1982.
13. Best Proposal Award on Brand Equity by the Marketing Science Institute, "Development, Testing and Validation of a Model for the Measurement of Brand Equity Under Conditions of Acquisition and Divestment," 1990. (With Vithala Rao and Raj Srivastava)
14. Harold H. Maynard Award for the Best Marketing Theory Paper published in Journal of Marketing in 1990, "New Product Diffusion Models in Marketing: A Review and Directions for Research."
15. The University of Texas College of Business Administration CBA Foundation Award in 1991 for Outstanding Research Contributions.

16. Best Proposal Award in Marketing, (1995) Marketing Science Institute (MSI) and the American Production and Inventory Control Society, APICS), “Integrated Product-Line Management: How Design and Manufacturing Considerations Influence Product-Line Success,” (With Viswanathan Krishnan and Rahul Singh).
17. Prentice-Hall IJRM 1995 Best Article Award, “Waterfall and Sprinkler New-Product Strategies in Competitive Global Markets”, International Journal of Research in Marketing, 12 (2), 105-120 (With S. Kalish and E. Muller).
18. The University of Texas College of Business Administration CBA Foundation Award in 1995-1996 for Research Excellence.
19. The Charles Coolidge Parlin Marketing Research Award (1997) for outstanding contributions to marketing research, given by the American Marketing Association (AMA) and The Wharton School.
20. The University of Texas Graduate School of Business Dean’s Fellow (Fall 1997) (Fall 2000)
21. The Churchill Award (1999) for lifetime achievement in marketing research by the American Marketing Association (AMA) Special Interest Group in Marketing Research.
22. The AMA instituted in 2000, the Vijay Mahajan Award for Career Contributions to Marketing Strategy to be presented annually to an educator for sustained contributions to marketing strategy literature. Doctoral students, co-authors, and colleagues of Vijay Mahajan have endowed this award.
23. The Indian Culture Center Recognition Award (Indian Independence Day, 2002) for contributions to the Indian Community in Austin.
23. The book, Convergence Marketing: Strategies for Reaching the New Hybrid Consumer, with Jerry Wind, published by Financial Times Prentice Hall was selected as one of the thirty best business books of 2002, by Soundview Executive Book Summaries®. This book is also one of the five finalists for the American Marketing Association/Berry prize for best book in marketing in 2003.
24. Named among the most productive reviewers between January 2002 and July 2003, by *Marketing Science*.
25. Recognized by *ISI Highly Cited.com* in its 2001 website for being one of the most highly-cited researchers in the Business/Economics sector.
26. Sheth Foundation Best Paper Award for Volume 31 (2003) of the Journal of the Academy of Marketing Science. Paper entitled, “Consumer Switching Costs: A Typology of Antecedents and Consequences”. Authored with Thomas A. Burnham and Judy K. Frels.
27. *International Journal of Research Marketing*, Best Article Award, 2004, “Advertising versus pay-per-view in electronic media” that appeared in *International Journal of*

*Research Marketing* 20 (1), pp. 13-30. Authored with Ashutosh Prasad and Bart Bronnenberg.

28. Admitted as *Fellow* of the World Innovation Foundation on July 2004
29. Littlefield Society Membership offered for a distinguished group at the University of Texas for contributions to advance the University's mission, 2004
30. McCombs School of Business at UT- Invited to be Hermes Society member, 2004.
31. Member, University of Texas System Chancellor's Council, 2004
32. Finalist for the 2005 O'Dell Award, "The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market Share and Retailer Distribution," Journal of Marketing Research, 37 (February 2000) 16-31
33. "The Incomplete Autobiography of an Immigrant Marketing Professor," a professional autobiography appeared in Journal of Marketing, 69 (July 2005), pp. 169-173.
34. Indian Institute of Technology (Kanpur) Distinguished Alumnus Award, 2006.
35. Runner-up best paper award for 2006, "Consumers in a Multichannel Environment: "Product Utility, Process Utility and Channel Choice", Journey of Interactive Marketing, 19 (Spring 2005).
36. The Berry-AMA 2007 Book of the Year Award, *The 86% Solution*, published by The Wharton School Publishing, 2006.
37. Africa Rising, selected 2008 Best Business Reads by Spectator Business Magazine (London U.K.) and one of ten best business books in 2008 by FIN 24 (South Africa).
38. Finalist for the 2009 Steenkamp Award for Long-Term Impact, "Waterfall and Sprinkler New-Product Strategies in Competitive Global Markets", International Journal of Research in Marketing, 12 (1995).
39. Invited to the 2009 World Economic Forum (Africa), Cape Town, South Africa, June 2009. Declined in 2010.
40. Marketing Strategy Track Best Paper Award (with Siam Kashmiri), 2010 Winter Marketing Educators Conference.
41. Africa Rising – Selected as one of the four finalists for 2010 Berry-AMA Book of the Year Award.
42. Finalist, 2011 Long Term Impact Award, The INFORMS Society for Marketing Science, for the paper published in Marketing Science (2001) with Bart Bronnenberg.

43. Invited by Ministry of External Affairs, Government of India, to contribute an article to the book Two Billion Dreams, released by Prime Minister of India at the India-Africa Summit in Ethiopia, June 2011.
44. Received the 2012” Emerald Management Reviews Citations of Excellence Awards “, (top 50 most cited business articles published in 2008), for the article “Delight by Design: The Role of Hedonic versus Utilitarian Benefits (with Ravi Chitturi and Raj Raghunathan), Journal of Marketing, 2008.
45. Invited to be a “Member of World Economic Forum (WEF) Global Agenda Council (GSA) for the Arab World, 2012-2014”. Attended the WEF GSA Summit in Dubai, November, 2012
46. Invited to serve on the selection committee for Middle East and North Africa for the Global Growth Companies Program of the World Economic Forum, 2014.
47. Received the 2014 “Emerald Group Publishing Citations of Excellence Awards,” (one of top 35 highly cited papers in the last 15 years in 300 management journals) for the article “Delight by Design: The Role of Hedonic versus Utilitarian Benefits” (with Ravi Chitturi and Raj Raghunathan), Journal of Marketing, 2008.
48. Elected Fellow of the American Marketing Association, 2020

#### B. Research Grants

- McCombs School of Business Research Grant 2018
- CIBER, 2009
- Center for Customer Insight, Andersen Consulting, 1996-1998
- Center for Entrepreneurship, Growth and Renewal, The Graduate School of Business, The University of Texas at Austin, 1998
- URI, The University of Texas, 1991, 1992, 1996, 1997, 2000, 2002, 2003, 2005
- Marketing Science Institute, 1983, 1989, 1990, 1991, 1993, 1995, 2005
- Texas Instruments SMU/Center for Marketing Management, 1983-1986
- Frito-Lay/SMU Center for Marketing Management, 1985-1986
- The Wharton Center for International Management Studies, 1980
- The Wharton Center for Marketing Strategy Research, 1980, 1981
- College of Administrative Science, Ohio State University, Dean’s Research Grant 1978
- The Ohio State University Research Grant 1979
- Western New York Health Systems Agency, 1976-1977

- State University of New York-Buffalo (SUNYAB) Research Grant 1977
- The SUNYAB Center for Manpower Planning, 1977
- University of Texas, Graduate School Dissertation Research Grant, 1975