

McCombs School of Business
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ACADEMIC POSITIONS

Clark Centennial Fellow in Business, University of Texas at Austin, September 2015-
Associate Professor (with tenure), University of Texas at Austin, September 2014-
Assistant Professor, University of Texas at Austin, July 2007 – August 2014
Instructor, University of Minnesota at Twin Cities, January-May 2007

EDUCATION

Ph.D., Business Administration, 2007
Univ. of Minnesota, Minneapolis, USA
M.S., Applied Economics
Univ. of Minnesota, Minneapolis, USA
M.B.A., International Business
Indian Institute of Foreign Trade, New Delhi, India
B.E., Electrical Engineering
National Institute of Technology, Surat, India

EDITORIAL APPOINTMENTS

Member, Editorial Review Board, *Marketing Science*, 2020-
Associate Editor, *International Journal of Research in Marketing (IJRM)*, 2018-

AWARDS & HONORS

Faculty Fellow, AMA-Sheth Doctoral Consortium, Indiana University, 2021
Marketing Science Institute (MSI) Scholar Award for Excellence in Scholarship, 2020
-One of 35 MSI Scholars worldwide
Winner, AMA Entrepreneurial Marketing SIG Best Paper Award, 2018
Winner, AMA Sales SIG Excellence in Research Best Paper Award, 2014
Marketing Science Institute (MSI) Young Scholar Award, 2011
-One of 25 MSI "Young" Scholars worldwide
Distinguished Speaker, Lisle & Roslyn Payne Research Symposium, 2011
Faculty Representative, Univ. of Houston Doctoral Symposium, 2010
Fellow, AMA-Sheth Doctoral Consortium, Univ. of Connecticut, 2005
Henrickson Fellowship, Univ. of Minnesota, 2005
Doctoral Dissertation Fellowship, Univ. of Minnesota, 2005-06
Haring Symposium Fellow, Indiana Univ., 2004
National Math Olympiad, Certificate of Merit, 1990

PUBLICATIONS

1. Rao, Raghunath Singh, Julie Irwin and Zhuping Liu (2020). "Flying with a Net and Without: Preventative Devices and Self-Control." *International Journal of Research in Marketing*, Forthcoming
2. Schaefer Richard, Raghunath Singh Rao, and Vijay Mahajan (2018). "Marketing Self-Improvement Programs for Self-Signaling Consumers." *Marketing Science*, 37(6): 912-929
-Winner 2014, Fordham Univ. dissertation proposal competition on Behavioral Pricing
3. Zhang, Jianqiang, Zhuping Liu, and Raghunath Singh Rao (2018). "Flirting with the Enemy: Online Competitor Referral and Entry-Deterrence." *Quantitative Marketing and Economics*, 16(2): 209-249
4. Hedgcock, William, Raghunath Singh Rao, and Haipeng (Allan) Chen (2016). "Choosing to Choose: The Effects of Decoys and Prior Choice on Deferral." *Management Science*, 62.10: 2952-2976
5. Rao, Raghunath Singh and Richard Schaefer (2013). "Conspicuous Consumption and Dynamic Pricing." *Marketing Science* 32.5: 786-804.
6. Kishore, Sunil, Raghunath Singh Rao, Om Narasimhan, and George John (2013). "Bonuses versus Commissions: A Field Study." *Journal of Marketing Research* 50.3: 317-333.
-Winner, 2014 AMA Sales SIG Excellence in Research Award for Best Paper on Sales Management
7. Kim, Jungkeun, Raghunath Singh Rao, Kyeongheui Kim, and Akshay R. Rao (2011). "More or Less: A Model and Empirical Evidence on Preferences for Under and Over-payment in Trade-in Transactions." *Journal of Marketing Research* 48.1: 157-171.
8. Saini, Ritesh, Raghunath Singh Rao, and Ashwani Monga (2010). "Is That Deal Worth My Time? The Interactive Effect of Relative and Referent Thinking on Willingness to Seek a Bargain." *Journal of Marketing* 74.1: 34-48.
9. Rao, Raghunath Singh, Om Narasimhan, and George John (2009). "Understanding the Role of Trade-Ins in Durable Goods Markets: Theory and Evidence." *Marketing Science* 28.5: 950-967.
10. Rao, Raghunath Singh, Rajesh K. Chandy, and Jaideep C. Prabhu (2008). "The Fruits of Legitimacy: Why Some New Ventures Gain More from Innovation than Others." *Journal of Marketing* 72.4: 58-75.
-Winner, 2018 AMA Entrepreneurial Marketing SIG Gerald E. Hills Best Paper Award
-Reprinted in *Strategies for New Venture Development* (Ari Ginsberg, Ed.), Edward Elgar Publishing, Cheltenham, UK, 2010

PAPERS UNDER REVIEW

11. "Do Activity-Based Incentives Work? Evidence from a Large-scale Field Intervention", with S. Kishore, G. John and M. Viswanathan (Revising for 3rd round at *Journal of Marketing Research*)
12. "Should Firms Make Their Customers Aware of Rival Offerings?" with J. Zhang and X. Gao (R&R at *Management Science*)
13. "Memory Imperfections and Messaging Strategy," with X. Li, X. Gao and O. Narasimhan (R&R at *International Journal of Research in Marketing*)
14. "Signaling Quality via Demand Lockout" with A. Kraft (1st round at *Marketing Science*)

WORKING DRAFTS

15. "Self-Signaling and Charitable Donations," with A. Kraft
16. "Brands Mergers: A Matching Approach" with G. John and M. Qin
17. "P2P Markets and Legacy Firms" With A. Kraft
18. "Competitor Referral for Commission? Think Again." with X. Gao, J. Zhang, and Y. Zhang
19. "Behavior-based Pricing" with Q. Gao and Z. Liu

GRANTS

McCombs Research Excellence Grant: 2008, 2013, 2020
CIBER International Grant, Univ. of Texas: 2009, 2011
Undergraduate Research Grants, Univ. of Texas: 2008,2011,2018,2019

RESEARCH & TEACHING INTERESTS

Research: (1) Information Asymmetry & Bounded Rationality Issues in Marketing (2) Durable Goods (3) Sales Management (4) Entrepreneurship & Innovation (5) Incentives
Teaching: (1) Pricing (2) Analytics (3) Research Methods (4) Marketing Strategy (5) Behavioral Economics (6) Machine Learning for Marketing

INVITED TALKS & CONFERENCE PRESENTATIONS

Seminar Presentations:

1. University of Calgary, 2020 (scheduled)
2. Tulane University, 2019
3. Lingnan University, Hong Kong, 2019
4. SP Jain Institute of Management Research, Mumbai, 2019
5. Indian Institute of Management, Ahmedabad & Udaipur, 2019
6. Indian School of Business (ISB), Hyderabad, India, 2017
7. Indian Institute of Management (IIM), Bangalore, India, 2017
8. Georgetown University, 2015
9. University of Texas at Dallas, 2015
10. Texas A&M University, 2015
11. Indian Institute of Technology (IIT), Gandhinagar, 2015
12. University of Minnesota, 2013
13. Univ. of Cambridge, 2012

14. Univ. of Western Ontario, 2012
15. Univ. of Texas at Austin (Dept. of Business, Govt. & Society), 2012
16. Univ. of Arizona, Tucson, 2011
17. Singapore Management Univ. (SMU), 2011
18. Dell Inc., TX, 2011
19. Indian School of Business (ISB), Hyderabad, 2010
20. Torrent Pharmaceuticals, India, 2010
21. Univ. of Texas at San Antonio, 2009
22. Indian Institute of Technology (IIT), Kanpur, 2009
23. Indian Institute of Management (IIM), Ahmedabad, 2008
24. Advaiya Software, India, 2008
25. Procter & Gamble (P&G), Cincinnati, 2008
26. Indian School of Business (ISB), 2007
27. Indiana Univ. at Bloomington, 2006
28. Washington Univ. in St Louis, 2006
29. Texas A&M Univ., College Station, 2006
30. Univ. of Texas at Austin, 2006

Conference Presentations:

- 2020:** INFORMS Marketing Science Conference, Duke University (online)
- 2019:** Thought Leadership on the Sales Conference, Stanford University*(Discussant); American Marketing Association (Winter Meeting) *; INFORMS Marketing Science Conference, University of Roma Tre
- 2018:** American Marketing Association (Winter Meeting); INFORMS Marketing Science Conference, Temple University; Marketing Dynamics Conference, SMU, (Invited Discussant)
- 2015:** Summer Institute in Competitive Strategy (SICS) Conference, UC Berkeley; INFORMS Marketing Science Conference, Johns Hopkins University*
- 2014:** China India Insights Conference, Lijiang, China*; INFORMS Marketing Science Conference, Emory University*
- 2013:** China India Insights Conference, Cheung Kong Graduate School, (Discussant), NY; INFORMS Marketing Science Conference, Özyeğin University, Istanbul; Marketing Dynamics Conference, UNC-Chapel Hill; Trademark & Marketing Roundtable, Notre Dame Law School (Invited Discussant)
- 2012:** Thought Leadership on the Sales Conference, Harvard University; INFORMS Marketing Science Conference, Boston Univ.
- 2011:** China India Consumer Insights Conference, New Delhi, India; Marketing Dynamics Conference, Jaipur, India; INFORMS Marketing Science Conference, Rice Univ.; MSI Young Scholars Conference, Park City
- 2010:** INFORMS Annual Meeting, Austin
- 2008:** NASMEI International Marketing Conference, Chennai, India; Association for Consumer Research (ACR) Conference, San Francisco*
- 2007:** Summer Institute in Competitive Strategy (SICS) Conference, UC Berkeley
- 2006:** INFORMS Marketing Science Conference, Univ. of Pittsburgh; International Society for New Institutional Economics Conference, Barcelona

2005: INFORMS Marketing Science Conference, Emory Univ.; Annual Haring Symposium, Indiana Univ.; AMA Winter Educators' Conference, San Antonio

2004: INFORMS Marketing Science Conference, Univ. of Maryland

*Co-author presentation

TEACHING

Ph.D.

(1) *Marketing Research Methods* (Ph.D.), UT Austin; (2) *Marketing Models* (Ph.D.), UT Austin

Masters:

(2) *Data Analytics and Dynamic Pricing* (MBA), UT Austin; (2) *Pricing and Revenue Management* (MS, Business Analytics), UT Austin (3) *Marketing Analytics* (MBA @ Houston), UT Austin

Undergraduate:

(1) *Pricing and Channels*, UT Austin; (2) *Marketing Information and Analysis*, UT Austin; (3) *Marketing Practicum*, UT Austin; (4) *Selling and Sales Management*, Univ. of Minnesota; (5) *Principles of Marketing*, Univ. of Minnesota

Executive Education:

(1) *Data Analytics* (2) *Strategic Pricing* (3) *Biases in Decision Making*

SELECT CONSULTING/TRAINING ENGAGEMENTS

Abbott, AT&T, Shell, Ingersoll Rand, ISN software, ExxonMobil, LG, Dow, GE, Boeing, Oracle, PricewaterhouseCoopers, Travelers, Altria, Boeing, ConocoPhillips, Chevron, MD Anderson Cancer Center, KLRU, ShippingEasy, Tokyo Electron

SERVICE

Ph.D. Student Supervision

1. Andreas Kraft, UT (Marketing): Chair, Ongoing
2. Mike Lan, UT (Marketing): Member, 2019
3. Parshuram Hotkar, UT (Operations): Member, 2019 (First Placement: ISB)
4. Nandini Ramani, UT (Marketing): Member, 2019 (First Placement: Texas A&M)
5. Richard Schaefer, UT (Marketing): Co-chair, 2015 (First Placement: Rutgers)
6. Niket Jindal, UT (Marketing): Member, 2015 (First Placement: Indiana)
7. Joon Ro, UT (Marketing): Member, 2014 (First placement: Tulane)
8. Saim Kashmiri, UT (Marketing): Member, 2012 (First placement: Mississippi)
9. Haoying Sun, UT (Operations): Member, 2011 (First placement: Texas A&M)
10. Dae-Yong Ahn, UT (Marketing): Member, 2009 (First placement: UTS, Sydney)

Other Doctoral Service

11. First-year Paper Supervisor, 2010, 2018
12. First-year Paper Evaluation Committee, 2010, 2019
13. Third-year paper Evaluation Committee, 2012, 2015, 2019

Undergraduate Theses

1. Surveen Singh, UT: Supervisor, Plan II Senior Honors Thesis, 2011-12

Departmental/School/University Service

1. Member, McCombs Teaching Awards Committee, 2019
2. Chair, Senior Analytics Recruitment Committee, 2018-2020

3. Member, Curriculum Committee for Sales Minor, 2018-2020
4. Member, Faculty Committee on Committees, The University of Texas at Austin, 2018-
5. Member, Admissions Committee, MS in Marketing, 2017-
6. Member, Post Tenure Review Committee, 2015
7. Member, Faculty Research Committee, McCombs School of Business, 2015-17
8. Member, Faculty Recruitment Committee, Marketing (McCombs): 2014, 2015, 2018, 2019
9. Faculty Coordinator, Dept. Seminar Series, McCombs School: Spring 2013, Fall 2015
10. Dept. Minority Liaison Officer, McCombs School: 2011-current
11. Member, Dept. Executive Committee, McCombs School: 2010-11, 2012-14, 2014-16, 2017-
12. Member, Dept. Doctoral Advisory Committee, McCombs School: 2008-10, 2011-12, 2014-16
13. Member, PhD Comprehensive Exam Committee: 2008, 2011, 2013, 2015, 2018, 2019

Refereeing

Ad-hoc Reviewer: *Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Quantitative Marketing and Economics, Marketing Letters, International Journal of Research in Marketing, Industry and Innovation, Journal of Economics & Management Strategy, Review of Marketing Science*