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EDUCATION, AND REPRESENTATIVE POLICY AND COMMUNITY CREDENTIALS

EDUCATION

- Ph.D.** Massachusetts Institute of Technology, June 1989, Management Science and Industrial Organization Economics
Dissertation Title: “Empirical Modeling of the Dynamics of the Order of Entry Effect on Market Share, Trial Penetration and Repeat Purchases for Frequently Purchased Consumer Goods”
Dissertation Committee:
Chairperson: Glen L. Urban, David Austin Professor in Management Emeritus; Dean Emeritus Sloan School; and Chairman Emeritus, MIT Center for Digital Business
Members: John R. Hauser, Kirin Professor of Marketing
John D. C. Little, Institute Professor Emeritus
Richard L. Schmalensee, Howard Johnson Professor of Economics and Management Emeritus, John C. Head III Dean Emeritus Sloan School, and former member of the Council of Economic Advisers to President George Bush (1989-1991)
Recognitions:
MIT Harold Lodbell Award, 2002
Finalist, Academy of Marketing Science Dissertation Award, 1990
Finalist, American Marketing Association Doctoral Dissertation Award, 1989
Who’s Who in Academia, Who’s Who in America
- M.B.A.** University of Texas at Arlington, 1983, Management Science
Recognition: Dean’s Honors List, Who’s Who in America
- B.E.** University of Madras, 1978, Electronics and Communication Engineering
Recognition: Distinguished Alumnus of National Institute of Technology, 2007

REPRESENTATIVE POLICY AND COMMUNITY ENGAGEMENT

- Texas State Strategic Economic Development Planning Commission
- Texas Competitive Government Taskforce
- Texas Lyceum Board, Dallas County Child Welfare Board, and Dallas County Public Health Advisory Committee (appointed by the Dallas County Commissioners)
- North Central Texas Council of Governments: Strategic Planning Taskforce
- Dallas Assembly – Public Policy Think Tank
- Appointments of Mayor: School to Careers Committee, Dallas Workforce Commission; Summer Youth Program Steering Committee, and Census 2000 Committee; and Dallas Workforce Commission: School to Careers Committee

- Greater Dallas Indo-American Chamber of Commerce, Executive Committee and Board Member
- Greater Dallas Asian American Chamber of Commerce, Executive Committee Member & Board Member, Bylaws Committee, and Chair, Community Affairs, Legislative Affairs & Strategic Planning Committees
- Greater Dallas Community Relations, Board Member
- Literacy Volunteers of America-Dallas, Board Member
- Leadership Dallas Alumni Association Board Member
- North Texas Volunteer Center, Board Member

**REPRESENTATIVE PROFESSIONAL AREAS OF INTEREST AND CONTRIBUTION
(EXPERIENCE GAINED THROUGH CONSULTING, EXPERT TESTIMONY, MIT BOARDS,
and RESEARCH/TEACHING)**

- Academic Leadership:
 - Democratization of Quality Education, Faculty Recruitment and Mentoring, Student Enrollment (Quality and Diversity), Internships, Placement
 - Enhancing intellectual output, designing the right ecology
 - Accreditation: AACSB, EQUIS, ABET
 - Resource Mobilization
- Strategy consulting; Innovation and Entrepreneurship; Start-ups; Product, Pricing and Market Entry strategic analyses
- Primary, Secondary and Higher Education (accreditation; curriculum and program design; programs, administration and organization design; K-12 and STEM education; life-long learning)
- Sectors: Government; Not-for-profit and for-profit organizations; Telecommunication and High-Tech Industry; Life Sciences, Healthcare and Pharmaceutical; Energy and Sustainability; and Infrastructure and Transportation
- Global and US Economy, Commerce and Trade, Market, Competitive, Regulatory and Political Structure
 - Growth models and strategies, Monetary and Fiscal strategies including Taxes and Incentives, Governance and Productivity Models
 - Effects of market, competitive, regulatory and political changes and liberalization, Economic and/or financial assessment, Marketing and management insights, Risk Assessment, Assessment of damages, Demand and Revenue Forecasting, Analyses of acquisitions and mergers, Quantification of Reputation, Measurement of Firm/Brand Equity/Value
 - Particular regions of interest: China, India, Indonesia, Japan, Singapore, Central Asia (e.g., Kazakhstan, Uzbekistan, Tajikistan), Western Asia and Middle East, and Russia and former East Europe
 - Languages: Hindi, Tamil, Sanskrit (Indian languages); Urdu (spoken in India, Pakistan and Middle-East); Russian
- Modeling, Statistical and Quantitative Analyses; Sampling, survey and Data Collection

NOTE: Please see below Pages 3-25 for additional information on credentials and contributions.

SUMMARY HIGHLIGHTS OF LEADERSHIP ACCOMPLISHMENTS, AND EMPLOYMENT/PROFESSIONAL ENGAGEMENT

Summary Highlights of Leadership Accomplishments

- Global Academic Leadership Responsibilities: (1995-): Founding-Director of Cohort MBA Program; Director of all Graduate Programs in Business School; External Affairs Liaison; Director of US and Global MBA Programs; Associate Dean (for Academic Affairs and Research); Dean, School of Business; University Dean; President of Alumni/ae Association; Member of Capital Campaigns; Adviser to Presidents/Deans on Academic Affairs including Accreditation and Governance
- Founded a new full-time cohort MBA program, which is now ranked in the top 50 programs in US
- Designed and implemented inter-disciplinary programs such as MBA program for Physicians, Digital Business, Healthcare and Pharmaceutical Management, and Public Policy
- Designed and implemented global programs such as MBA (India)-MS (US), and MBA programs in China
- Designed doctoral program at NYIT, led the doctoral program and research at UT Dallas, NYIT (USA); and KIMEP, NMIMS University (Global)
- Facilitated and led co-operative research partnerships globally: Tata Institute and Ajman University
- Provided Accreditation leadership: UT Dallas, NYIT, International University of Japan have received AACSB accreditation, and NMIMS has completed Final Peer Review Team visit
- Recruited faculty, students, and managed budget of up to \$10 million
- Made and received a maximum ask of \$20 million as a member of team, and a maximum of \$2 million as an individual
- Founded and grew three scholarly journals in the last five years: one in Management, the second in Public Policy and the third in Engineering and Technology. One of them is now indexed in Web of Sciences and listed in Cabell's Directory.
- Served as an Educational Counselor to MIT Applicants, and to Applicants to other Universities and Colleges.

Current Professional Activities

- Professor (Part-Time), City University of New York
- Editorial Leadership, Scholarly Journals (Part-Time)
 - Editor-in-Chief, *Management Review* (indexed in Web of Science, and listed in Cabell's Directory); *Economics and Public Policy Journal*; and *Engineering and Technology Review*
 - Editor (US), *International Journal of Learning and Change*
 - Advisory Board, *International Journal of Pharmaceutical and Healthcare Marketing*
 - Advisory Board, *Journal of Indian Business Research*
- Research Professor and External Examiner, Tata Institute of Social Sciences, India
- MIT
 - MIT Asia School of Business, MBA AACSB Accreditation Counsel
 - MIT Education Counselor: Interviewing Applicants to MIT Programs
 - MIT Capital Campaign (1998-2004; and 2016-)
 - MIT Global South Asian Alumni Association, President and Board Member; Energy and Sustainability; K-12 STEM Education; Legislative Advocacy Network; Martin Trust Entrepreneurship Center; Summer Research Program; Initiative of Digital Economy and Inclusive Innovation.

- Academic/Accreditation/Program Adviser
 - Doctoral Program and Research: CUNY (USA); NMIMS University and Tata Institute of Social Sciences (India)
 - Master's Program: CUNY (USA); MIT Asia School of Business; NMIMS University (India)
- GK Educational Services:
 - Improving Mobility and Productivity through Enhancing Learning Outcomes in Schools
 - Education and Skills development Consultation and Counsel
(<http://gkeducationalservices.com/>)
- Other Recent Professorial Affiliations: New Jersey Institute of Technology, and Montclair State University

Representative Listing of Leadership Activities (1995 -)

Academic, Accreditation, Administrative and Programmatic Leadership in US and Abroad (1995-)

- Founding Director of full-time, Cohort MBA Program; Director of all Masters' Programs (including MS, evening MBA, full-time MBA); Chair, Department of Marketing, The University of Texas at Dallas, 1995-2000
- Program Director of MBA Programs in US and Abroad (Canada, China and Middle-East) and Director of Faculty Research, New York Institute of Technology, 2000-2010
- Associate Dean, Kazakhstan Institute of Management, Economics and Strategic Research, 2010
- Dean, Amrita University (India), 2010-2011
- University Dean, NMIMS University (India), 2011-2013
- Adviser (to Dean) and Mentor, AACSB Accreditation; Department Chair; and Personnel Committee Member, International University of Japan, 2013-2015
- Adviser (to President), NMIMS University, and Editor-in-Chief, 2013-
- Adviser (to President), American University of Armenia and The Central Bank of Armenia; and Director of Center of Business Research and Development, 2015
- Adviser (to Dean), State University of New York, Stony Brook (India Initiative), 2014-2016
- Adviser (to President), MIT Asian School of Business (Malaysia), 2016-

Research and Innovation Leadership in US and Abroad (2000-)

- Director for Faculty Research, New York Institute of Technology, 2000-2010
- Associate Dean for Research, Kazakhstan, 2010
- Dean for University Research (Business, Commerce, Engineering, Pharmacy, Science, Technology), NMIMS University (India), 2011-2013
- Director, Faculty Research and Intellectual Output, International University of Japan, 2013-2015
- Advisor/Mentor, CUNY, NMIMS University and other Global Universities

Representative Responsibilities have included:

- Department, College and University operational and strategic leadership
- Resource Development and Fund Raising: Scholarships, Academic Program Research Funds, and Endowments
- Program and Curriculum Development, including joint BS and MBA program (Health Care), and new MBA concentrations: E-Commerce, Healthcare Administration, and Public Policy and Service
- Budget/Resource Allocation and Management
- Faculty Research and Publications, Research Colloquia and Seminars, Research Performance Evaluation
- Doctoral Programs, and Chair, Research Committee
- Accreditations for Business, Engineering and Pharmacy (e.g., AACSB, EQUIS, ABET)

- Distinguished Speaker Colloquium/Series
- Significant University and College Committee Leadership Activities (listed later)

Professorial Appointments in US and Abroad (1988-)

- Full Tenured Professor, Associate Tenured, and Assistant Professor, School of Management, The University of Texas at Dallas, 1988-2001 (on leave, 2000-2001)
- Full Tenured Professor, New York Institute of Technology, 2000-2011 (on leave, 2010-2011)
- Inaugural Endowed Chair and Professor, Kazakhstan Institute of Management, Economics and Strategic Research, 2010
- Full Professor, NMIMS University and Amrita University, India, 2011-2013
- Full Professor, International University of Japan, 2013-2015
- Research Professor, Tata Institute of Social Sciences, 2012 -
- Professor (Part-time/Visiting), City University of New York, Montclair State University, and New Jersey Institute of Technology, 2013 –

Representative Appointments in Think Tanks, Public Policy and Resource Development

Leadership Positions

- MIT Better World (Capital Campaign), 2015 -
- Adviser, MIT India Conference, 2011- and MIT Global Start-up Workshop, 2015 –
- President and President-elect, Global MIT South Asian Alumni Association, 2010 –
- MIT Capital Campaign Network Committee, 1998-2004
- Texas State Strategic Economic Development Planning Commission, 1998-1999
- Fellow, The Center for Russian and East European Studies, University of Pittsburgh, 1995
- Visiting Scholar, The Kennan Institute, The Woodrow Wilson International Center for Scholars, Washington, D.C., 1994

Representative Consulting Practice

Management and Higher Education

- Strategy consulting; Entrepreneurship and Innovation; Start-ups; Product, Pricing and Market Entry strategic analyses
- Executive and Teaching and Seminars; Higher Education consultation (business, engineering and other professional accreditation; curriculum and program design; administration and organization design and structure; K-12 and STEM Education; life-long learning)
- Consultant and Strategist, Compucon, Inc. (a subsidiary of A.C. Nielsen, Inc.), Dallas, Texas, 1983-1984

Expert Witness

- Analysis and Insights into economic and/or financial assessment of a firm, a merger, an injury, a process and the like; and/or marketing and/or statistical input in various sectors
- Experience in deposition, arbitration and court testimony in several areas including Education, Energy, Healthcare and Pharmaceutical, and Telecom.
- Representative Expert Testimony provided in: Investigations of 701-TA-514 and 701-TA-1250 by International Trade Commission; Arbitration of UTE v. ZTE; False Claims litigation by US Department of Justice; Fox Broadcasting v. Dish Network

SELECT SIGNIFICANT PROFESSIONAL ACTIVITIES

Professional Organizations (Present and Past Membership Representative Listing)

Member

Academy of International Business; American Economic Association; American Marketing Association; Association of Marketing Science; Association for Public Policy Analysis and Management; The Association for Consumer Research; The INFORMS; New York Academy of Science;

The American Association for the Advancement of Science; The American Association for the Advancement of Slavic Studies

Editorial Activities (Present and Past Service Representative Listing)

Editor-in-Chief	<i>NMIMS Management Review [Indexed in Web of Sciences (Emerging Sources) and Cabell's Directory]; Journal of Economics and Public Policy; Engineering and Technology Review</i>
Associate Editor	<i>International Journal of Learning and Change; Management Science</i>
Editorial Boards	<i>International Journal of Research in Marketing; International Journal of Pharmaceutical and Healthcare Marketing; Journal of Indian Business Research</i>
Reviewer	<i>American Journal of Agricultural Economics; British Journal of Education, Society & Behavioral Science; Interfaces; International Journal of Human Resources Development and Management; International Journal of Learning and Change; International Journal of Management Review; Journal of Academy of Marketing Science; Journal of Consumer Psychology; Journal of Consumer Research; Journal of Marketing; Journal of Marketing Research; Journal of Retailing; Management Science; Marketing Science; Strategic Management Journal</i>
Other Professional Activities (Present and Past Activities)	
Expert Reviewer	MIT Inclusive Innovation Challenge Department of Biotechnology, Ministry of Science and Technology, Government of India National Academy of Sciences India-SCOPUS Young Scientist Award Reviewer for Tenure and Promotion Decisions in US Universities Review Board All India Management Association (Case Research Center)
Doctoral Committees: Chair, Member, Examiner	Doctoral Dissertations at The University of Texas at Dallas, The University of Texas at Arlington, University of British Columbia, Montclair State University, Tata Institute of Social Sciences, Kazakhstan Institute of Management, Economics and Strategic Research, NMIMS University, and Indian Institute of Management

RESEARCH

Research Interests

Product Development and Strategy	Dynamics of market entry, and underlying behavioral and strategic mechanisms; Enhancing quality and decreasing the design cycle time
Marketing Communications, and Impact of Technology on Marketing and Media	Effectiveness of different modes and platforms of communication in consumer packaged goods, hi-tech, and service industries; Advertising response effects and function; Impact of technology on marketing and communications; Enhancing Customer Satisfaction
Consumer Behavior and Decisions	Pricing strategy, price effects and reference price; Effects of marketing instruments; Individual and group decision-making and choices
Health Care and Pharmaceutical Strategy	Market entry and promotion effect Cross-cultural and global challenges and differences
Organizational	Innovation facilitation, turn-over reduction, productivity and satisfaction

Development improvement

Global Economic, Social, and Public Policy Growth, development and market strategies
Geo-political and economic issues
Governance and Productivity issues, and Social Impact

Education Improving Learning and Intellectual Outcomes, pedagogy, research, performance systems, and accreditation

Research Articles (Published and Forthcoming)

- Saini, Gordhan, Arvind Sahay, Gurumurthy Kalyanaram, “How do complementarity and discount-choices interact with latitude of price acceptance in price bundling?”, forthcoming in *Journal of Consumer Marketing*.
- Enyinda, Chris, Maria Jade Catalan-Opulencia, Mervyn Misajon, and Gurumurthy Kalyanaram, "Quantifying Factors Affecting MNEs' Human Resource Management: Evidence From An Emerging Economy and Implications for HR Managers," *Journal of Eastern European and Central Asian Research*, Vol.6 No.1, doi: 10.15549/jecar.v6i1.289, 2019, 131-144.
- Saini, Gordhan, Pritha Banerjee and Gurumurthy Kalyanaram, “The Role of Brands in Recruitment: Mediating Role of Employer Brand Equity,” *Asia Pacific Journal of Human Resources*, doi:10.1111/1744-7941.12209, 2018, 1-24.
- Saini, Gordhan, Arvind Sahay and Gurumurthy Kalyanaram "An Empirical Study of Latitude of Quantity Acceptance in an Emerging Economy: India," *Journal of Global Marketing* (2018), doi: 10.1080/08911762.2017.1413215, 2018, 1-17.
- Jayasimha, Sriram and Gurumurthy Kalyanaram, “A Case for Sector-Specific Start-Up Ecosystem,” *NMIMS Journal of Economics and Public Policy*, Volume 1, Issue 1 (October-November 2016), 40-45.
- Saini, Gordhan, Arvind Sahay, and Gurumurthy Kalyanaram, “Latitude of Quantity Acceptance: Conceptualization and Validation,” *NMIMS Management Review*, Vol. XXX (June) 2016, 11-15.
- Pillai, Kishore Gopalakrishna, Gerard P. Hodgkinson, and Gurumurthy Kalyanaram, “The Negative Effects of Social Capital in Organizations: A Review and Extension,” *International Journal of Management Reviews*, doi: 10.1111/ijmr.12085, 2015, 1-28.
- Kalyanaram, Gurumurthy and Zaw Zaw Aung, “Value-Added Ecosystem and Customer Experience Enhancement Framework,” *Kindai Management Review* (Japan), Vol. 3, 2015, 49-62.
- Kalyanaram, Gurumurthy, “Are there boundary conditions to elements of good governance? A Study of China and India,” *Accountable Governance for Development*, June 2013, 146-167, Published by Institute of Governance Studies, BRAC University (Based on Governance and Public Service Transformation International Conference, Dhaka, UNDP.)
- Kalyanaram, Gurumurthy, “Marketing Dynamics in Technology-Based Companies: Pioneering Advantage, Customer Experience and Adaptive Pricing,” *Driving the Economy through Innovation and Entrepreneurship: Emerging Agenda for Technology Management*, 231-241, July 2012, Published by Springer.
- Chen, Hao, David Ford, Gurumurthy Kalyanaram and Rabi S. Bhagat, “Boundary Conditions for Turnover Intentions: Exploratory Evidence from China, Jordan, Turkey and the United States,” *The International Journal of Human Resource Management*, Vol. 23, No. 4, February 2012, 846-866.
- Gurumurthy Kalyanaram and John Phelan, “Effects of Direct-to-Consumer Advertising of Prescription Drugs on Prices,” *The Journal of Business and Economic Studies*, Vol. 17, No. 2, Fall 2011, 67-77.

- Gurumurthy Kalyanaram, a book review of “Nudge: Improving Decisions about Health, Wealth, and Happiness by Richard Thaler” *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 5, No. 4, 2011, 349-352.
- Natarajan, Vivek, James Munch and Gurumurthy Kalyanaram, “Asymmetric Market Reaction to New Product Announcements: A Prospect Theory Approach,” *Academy of Marketing Studies Journal*, Volume 14, No. 2, 2010.
- Kalyanaram, Gurumurthy, “The endogenous modeling of the effect of direct advertising to consumers (DTCA) in prescription drugs” *International Journal of Pharmaceutical and Healthcare Marketing*, Volume 3 No. 2, 2009, 137-148.
- Kalyanaram, Gurumurthy, “India’s Economic Growth and Market Potential: Benchmarked Against China,” *Journal of Indian Business Research*, Volume 1, No.1, 2009, 57-65.
- Kalyanaram, Gurumurthy, “The order of entry effect in prescription (Rx) and the over-the-counter (OTC) pharmaceutical drugs,” *International Journal of Pharmaceutical and Healthcare Marketing*, Volume 2 No.1, 2008, 35-46.
- Vakratsas, Demetrios, Gurumurthy Kalyanaram, Fred Feinberg and Frank Bass, “Revisiting the Issue of the Shape of Advertising Response Functions: A Model of Dynamic Advertising Thresholds,” *Marketing Science*, 23(1), Winter 2004, 109-119.
- Kalyanaram, Gurumurthy, Frank M. Bass, and Dominique Hanssens, “Advertising,” *Encyclopedia of Operations Research and Management Science*, 2003, Published by Springer Science+Business Media.
- Rao, Ram, Demetrios Vakratsas and Gurumurthy Kalyanaram, “Responding to Pioneer,” *Marketing Letters*, Vol. 14, No. 3, October 2003, 203-216.
- Kalyanaram, Gurumurthy and Frank M. Bass, "Application of Operations Research and Management Science in Advertising," *Encyclopedia of Operations Research and Management Science*, 2001, Published by Springer Science+Business Media.
- Kalyanaram, Gurumurthy, "Reducing the Time to Market By Overlapping Product Specifications and Development Phases," *Journal of New Product Development and Innovation Marketing*, Vol. 1, No. 3, 1999, 255-270.
- Kalyanaram, Gurumurthy and Raguvir Gurumurthy, “Strategies To Grow and Compete In a Dynamic Marketplace,” *Strategy and Business*, Issue 12, 1998, 1-11. (Reprinted in The Capital, Turkey)
- Kalyanaram, Gurumurthy and Viswanathan Krishnan, "Deliberate Product Definition: Customizing the Product definition Process," *Journal of Marketing Research*, Vol. 34, 1997, 276-285.
- B.P.S. Murthi, Kannan Srinivasan, and Gurumurthy Kalyanaram, "Controlling For Observed and Unobserved Managerial Skills in Determining First-Mover Effects on Market Share," *Journal of Marketing Research*, Vol. 33, 1996, 329-336.
- Kalyanaram, Gurumurthy and Frank M. Bass, "Application of Operations Research and Management Science in Advertising," *Encyclopedia of Operations Research and Management Science*, edited by Saul Gass and Carl Harris, 1996, 1-4.
- Kerin, Roger, Gurumurthy Kalyanaram, and Dan Howard, "Product Hierarchy and Brand Strategy Influences on the Order-of-Entry Effect for Consumer Package Goods," *Journal of Product Innovation Management*, Vol. 13, 1996, 21-34.
- Kalyanaram, Gurumurthy and Russell Winer, "Reference Price and Asymmetric Price Response Effects: Empirical Generalizations and Future Research," *Special issue of Marketing Science*, Vol. 14, No. 3 (b), Summer (1995), 212-221. (Reprinted in Stores, April 1996, The Center for Retailing, University of Florida)

- Kalyanaram, Gurumurthy, William T. Robinson, and Glen L. Urban, "Order of Market Entry: Established Empirical Generalization, Emerging Generalizations, and Future Research," *special issue of Marketing Science*, Vol. 14, No. 3(b), Summer (1995), 161-169.
- Kalyanaram, Gurumurthy, and John D.C. Little, "An Empirical Analysis of Latitude of Price Acceptance in Consumer Package Goods," *Journal of Consumer Research* (December), Vol. 21, 1994, 408-418.
- Robinson, William T., Gurumurthy Kalyanaram, and Glen L. Urban, "First-Mover Advantages from Pioneering New Markets: A Survey of Empirical Evidence," *Review of Industrial Organization (Journal of the Industrial Organization Society)*, Vol. 9, 1994, 1-23.
- Kalyanaram, Gurumurthy and Dick R. Wittink, "Heterogeneity in Entry Effects Between Nondurable Consumer Product Categories," *International Journal of Research in Marketing*, 11, June 1994, 219-231.
- Kardes, Frank R., Gurumurthy Kalyanaram, Murali Chandrashekar, and R. Dornoff, "Brand Retrieval, Consideration Set Composition, Consumer Choice, and the Pioneering Advantage," *Journal of Consumer Research*, Vol. 20, (June) 1993, 62-75.
- Kardes, Frank R. and Gurumurthy Kalyanaram, "Order of Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective," *Journal of Marketing Research*, Vol. 24, (August) 1992, 343-357.
- Kalyanaram, Gurumurthy and Glen L. Urban, "Dynamic Effects of the Order of Entry on Market Share, Trial Penetration, and Repeat Purchases for Frequently Purchased Consumer Goods," *Marketing Science*, Vol. 11, No. 3, (Summer) 1992, 235-250. Finalist, John D.C. Little Best Paper Award.
- Basu, Amiya and Gurumurthy Kalyanaram, "On the Relative Performance of Linear Versus Nonlinear Compensation Plans," *International Journal of Research in Marketing*, 7 (2, 3), December 1990, 171-178.

Peer-Reviewed Conference Proceedings and Other Publications

- Kalyanaram, Gurumurthy, Peter S. H. Leeflang, and Kishore Gopalakrishna Pillai, "The Effect of Prices on the Prescription Behavior of Pharmaceuticals, Proceedings, Academy of Marketing Science, 2016, DOI: 10.1007/978-3-319-11815-4_250 (Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, pp.855-856).
- Kalyanaram, Gurumurthy, "Why South Asia's Rise Should Interest the U.S.", *The Wilson Quarterly*, Winter 2016. <http://wilsonquarterly.com/quarterly/the-post-obama-world/why-the-rise-of-south-asia-should-interest-the-u-s/>
- Kalyanaram, Gurumurthy, "Master Disruption," *Higher Education* (published by *Times of India*), pages 23-26, February 2016.
- Kalyanaram, Gurumurthy, Gordhan Saini and Arvind Sahay, "Latitude of Quantity Acceptance: Conceptualization and Empirical Validation," Proceedings, Academy of Marketing Science, 2015.
- Kalyanaram, Gurumurthy, "Democratization of High-Quality Education and Effective Learning in India," Association of India Universities (89th Annual Meeting), Volume 53, No. 20, May 2015.
- Kalyanaram, Gurumurthy, "Are there boundary conditions to elements of good governance? A Study of China and India," Governance and Public Service Transformation International Conference Proceedings, Dhaka, publication by UNDP, December 2012.
- Baikenova, Zhansulu, Dilbar Gimranova, Alma Alpeissova and Gurumruthy Kalyanaram, "Pharmaceutical Industry Management Challenges in Kazakhstan, Business and Health Administration Conference Proceedings, Chicago, March 2012.

- Kalyanaram, Gurumurthy, Demetrios Vakratsas and Mala Srinivasan, “Price effects on physician prescription behavior, Business and Health Administration Conference Proceedings, Chicago, March 2012 (The paper was adjudged to be the best paper in the track).
- Kalyanaram, Gurumurthy, and G.Sandhya, “Customer-Driven Innovation: A Conceptual Model,” International Conference on Global Business and Economic Development (SGBED) Proceedings, July 2011.
- Kalyanaram, Gurumurthy, Deepak Gupta et. al., “The effect of direct advertising to consumers (DTCA) on Market Share and Quantity in pharmaceutical drugs, and Consumer Welfare,” Business and Health Administration Conference Proceedings, Chicago, March 2011 (The paper was adjudged to be the best paper in the track).
- Kalyanaram, Gurumurthy, and P. Balasubramanian, “The effect of direct advertising to consumers (DTCA) in prescription pharmaceutical drugs, and Consumer Welfare,” Northeast Business and Economics Association Conference Proceedings, Morris Town, NJ, September 2010.
- Kalyanaram, Gurumurthy et. al., “An Economic Growth Model for Kazakhstan: Lessons from Economic Experiments,” Conference Proceedings in Honor of Professor Uraz Baymuratov, Fall 2010.
- Kalyanaram, Gurumurthy, “An Empirical Study of the Interaction between Direct Advertising to Consumers (DTCA) and Price in Pharmaceutical Drugs,” Society for Marketing Advances Conference Proceedings, New Orleans, LA, November 2009, pp. 206-208.
- Ford, and Gurumurthy Kalyanaram, “What triggers turnover intention? A comparative exploratory study of China, Jordan, Turkey, and the United States,” 13th Biennial Eastern Academy of Management International Conference Proceedings, Rio de Janeiro, Brazil, pp. 363-401, June 2009.
- Kalyanaram, Gurumurthy, “The Effect of Direct Advertising to Consumers (DTC) in Pharmaceutical Drugs: Is there an Effect on Market Share?,” Society for Marketing Advances Conference Proceedings, St. Petersburg, FL, November 2008, pp. 262-264.
- Kalyanaram, Gurumurthy, “User Care and Experience as Value Drivers: A Conceptual Model for High-Technology Products and Services,” Proceedings of International Symposium on Management, Engineering and Informatics, June 2008.
- Vakratsas, Demetrios and Gurumurthy Kalyanaram, “Competitive and Marketing Mix Effects on Market Share Volatility,” European Marketing Academy (EMAC) Conference Proceedings, May 2000, Rotterdam, The Netherlands.
- Kalyanaram, Gurumurthy, “A Process Design Model and an Application,” Conference Proceedings of International Conference on Management of Engineering and Technology, 1997, 956-957.
- Kalyanaram, Gurumurthy and Brian Altman, “An Overview of Russian Timber Industry,” Case Studies on Russian Economic Transformation, Edited by Bob Donnorummo, Center for Russian and East European Studies, University of Pittsburgh, 1996.
- Kalyanaram, Gurumurthy and Vassily Okorokov, "Energy Policy and Politics in Russia," The Kennan Institute, The Woodrow Wilson International Center for Scholars, Washington, D.C., 1994.
- Kalyanaram, Gurumurthy, and Yuri Anatoly Sokolov, "Privatization in Russia: The Current Status and the Future Prospects," The Woodrow Wilson International Center for Scholars, 1994.

Representative Listing of Editorials

- Kalyanaram, Gurumurthy, “Fifth Generation (5G) Networks, Emerging New Global Economic and Market Order, and Huawei,” *NMIMS Engineering and Technology Review*, June, 2019, 6-8.

- Kalyanaram, Gurumurthy, “Forecasting Challenges in India,” *NMIMS Management Review*, April, 2019, 6-9.
- Kalyanaram, Gurumurthy, “Elements of Supply Chain Management in Pharmaceutical Industry,” *NMIMS Management Review*, January, 2019, 6-8.
- Kalyanaram, Gurumurthy, “Application of Prospect Theory to Trade Disputes,” *NMIMS Management Review*, August, 2018, 6-9.
- Kalyanaram, Gurumurthy, “The Negative Effects of Social Capital in Organizations: A Review and Extension,” *NMIMS Management Review*, April, 2018, 6-10.
- Kalyanaram, Gurumurthy, “Evolution of Research in Business,” *Spandan* (April 2018) <http://spandan.nmims.edu/2018/04/17/nmims-has-earned-reputation-in-marketplace-dr-gurumurthy-kalyanaram/>
- Kalyanaram, Gurumurthy, “Democratization of High-Quality Education And Effective Learning,” *NMIMS Management Review*, January, 2018, 6-11.
- Kalyanaram, Gurumurthy, “Diversity in Higher Education,” *NMIMS Management Review*, October, 2017, 6-9.
- Kalyanaram, Gurumurthy, “New Strategic Opportunities for US in South Asia and its Neighborhood,” *NMIMS Management Review*, Volume XXXV, Issue 2 (August), 2017, 6-11.
- Kalyanaram, Gurumurthy, “Endogenous Modeling of Late Entry Penalties for Packaged Goods,” *NMIMS Management Review*, Volume XXXIV, Issue 1 (April), 2017, 6-11.
- Kalyanaram, Gurumurthy, “Improving the Long-term Prosperity and Productivity of India Through Improvement in Learning Outcomes in Schools,” *NMIMS Management Review*, Volume XXXIII (January) University Day Special Issue, 2017, 7-8.
- Kalyanaram, Gurumurthy, "On Diversity in Higher Education," *NMIMS Journal of Economics and Public Policy*, Volume II (January) University Day Special Issue, 2017, 6-7.
- Kalyanaram, Gurumurthy, “The Role of Brands in Recruitment,” *NMIMS Management Review*, Volume XXXII (November), 2016, 7-11.
- Kalyanaram, Gurumurthy, "The Challenges in Forecasting: Illustration of US Presidential Election Preferences," *NMIMS Journal of Economics and Public Policy*, Volume I, Issue 1 (October-November) 2016, 8-10.
- Kalyanaram, Gurumurthy, “On Availability Heuristics, The World Bank and the IMF, and US Higher Education,” *NMIMS Management Review*, Volume XXX (June) 2016, 7-9.
- Kalyanaram, Gurumurthy, “Education for Disruptive Change,” *NMIMS Management Review*, Vol. XXIX (April-May), 2016, 7-9.
- Kalyanaram, Gurumurthy, “On China, India, Global Economy and Globalization,” *NMIMS Management Review*, Vol. XXVIII (August-September), 2015, 37-52.
- Kalyanaram, Gurumurthy, “Scorecard for Higher Education Institutions,” *NMIMS Management Review*, Vol. XXVIII (August-September), 2015, 7-8.
- Kalyanaram, Gurumurthy, “Higher Education in India: Institutional Excellence Beyond Traditional Metrics of Quality,” *NMIMS Management Review*, Vol. XXVI, January-February 2015, 7-11.
- Kalyanaram, Gurumurthy, “Growth and Governance, and Strategic Paradox of Global Integration and Local Adaptation,” *NMIMS Management Review*, Vol. XXIV, October-November 2014, 7-9.
- Kalyanaram, Gurumurthy, “On Diversity in Higher Education,” *NMIMS Management Review*, Vol. XXIV, April-May 2014, 8-10.
- Kalyanaram, Gurumurthy, “On Evolution of Marketing Science,” *NMIMS Management Review*, Vol. XXIII, October-November 2013, 7-10.

- Kalyanaram, Gurumurthy, “On Behavioral Economics,” *NMIMS Management Review*, Vol. XXIII, April-May 2013, 7-8.
- Kalyanaram, Gurumurthy, “On Good Governance,” *NMIMS Management Review*, Vol. XXII, October-November 2012, 7-8.
- Kalyanaram, Gurumurthy, “On Global Markets,” *NMIMS Management Review*, Vol. XXII, August 2012, 7-8.

Representative Listing of Papers and Projects (In Progress)

- Sinha, Rajesh, Atanu Adhikari, Gurumurthy Kalyanaram, and Russ Winer, “A Monetary Internal Reference Point for Price-Promotion: Non-fungible List Price and Price-Promotion.”
- Saini, Gordhan, David Ford, Gurumurthy Kalyanaram, and Anand Gopal “Toward Creating a Composite Measure of Best Employer Brand.”
- Kalyanaram, Gurumurthy and Glen Urban, “Endogenous Modeling of Late Entry Penalties for Packaged Goods.”
- Kalyanaram, Gurumurthy, and Brian Gelso, “Non-market Valuation and Ethical Preferences: A Study of Choices in Public Goods.”
- Kalyanaram, Gurumurthy and Raguvir Gurumurthy, “User Care and Experience as Value Drivers: A Conceptual Model for High-Technology Products and Services.”
- Kalyanaram, Gurumurthy and Brian Gelso, “Stated and Revealed Preference in Choice of Public Goods.”

Representative List of Unpublished Working Papers and Projects

- Research Project, “The Forefront of Global Competition,” with Professor Toshiro Wakayama, Funded by International University of Japan, 2014-2015.
- Research Project, “Are Good Governance and Growth Endogenous? An Examination of China and India,” with Professor N.S. Cooray, Funded by International University of Japan, 2014-2015.
- Kalyanaram, Gurumurthy and Demetrios Vakratsas, “Asymmetries in price and brand loyalty effects in the prescriptions by HMO non-HMO physicians,” 2010-2013.
- Kalyanaram, Gurumurthy, David Ford and Hao Chen, “Locus of Control and Well Being at Work Revisited: Exploring Relationships in China, Jordan, Turkey and the United States,” 2011.
- Kalyanaram, Gurumurthy and Vivek Natarajan, “Hirsch Index, Impact of Research and Citation Analyses: Theory and Empirical Validation,” 2008.
- Kalyanaram, Gurumurthy and Vivek Natarajan, “The intellectual structure of marketing and service marketing: An Authors’ Co-Citation Analyses,” 2006.
- Kalyanaram, Gurumurthy and Glen L. Urban, “Late Entry Penalties in Packaged Goods: How Do Firm’s Earnings and Size Moderate the Effect?,” MIT Working Paper, 1995.
- B.P.S. Murthi and Gurumurthy Kalyanaram, “An Empirical Analysis of Asymmetry in Latitude of Price Acceptance,” 1994.
- Kalyanaram, Gurumurthy, "Heterogeneity in Entry Effects in Trial and Repeat in Consumer Goods Categories," October 1993.
- Kalyanaram, Gurumurthy, "Determinants of the Quality of Service in Airlines," May 1992.
- Kalyanaram, Gurumurthy, and John D.C. Little, "A Price Response Model Developed From Perceptual Theories," June 1989.

Doctoral Students and Dissertations

- Shweta Maheshwari, “Role of Internal Communication and Training and Development practices in implementing change,” graduated in 2017 from NMIMS University, Assistant Professor, University of Mumbai.
- Aditya Bali (Co-chair), “Relationship of Indian Philosophical Thought on Business Decisions,” graduated in 2016 from NMIMS University, Standard Chartered Bank.

- Smita Mazumdar, “Impact of Corporate Debt Restructuring on Indian Firms,” graduated in 2016 from NMIMS University, Assistant Professor, NMIMS University.
- Naz Onel (External Examiner), “Antecedents of Environmentally Sensitive Consumer Behaviors: An Investigation of Goal Framing Theory, graduated in May 2014 from Montclair State University, Instructor, Montclair State University.
- Venkatesha R. Murthy (External Examiner), “Integration of Economic and Social Actions in Small Businesses: People’s Engagement in Small Businesses and Establishment of Buyer-Supplier Relations,” graduated in September 2012 from Tata Institute of Social Sciences, currently teaches in IIM Rohtak.
- Yulia Frolova, “An Exploratory Study in Kazakhstan: Attributes leading to increased productivity and satisfaction,” graduated in November 2010 from Kazakhstan Institute of Management, Economics and Strategic Research; Assistant Professor, Kazakhstan Institute of Management, Economics and Strategic Research.
- Vivek Natarajan, “New Product Development Process: An Archival Study,” graduated in May 2006 from The University of Texas at Arlington; Assistant Professor, Lamar University, Texas.
- Victoria Gylys, “Identification of Adoption Takeoff and the Influence of Exogenous Variables,” graduated in May 2002 from The University of Texas at Dallas; Management Consultant.
- Kwangpil Chang (External Examiner), “The Impact of Heterogeneity in Purchase Timing and Price Responsiveness on Estimates of Sticker Shock Effects; graduated in 1999 from University of British Columbia; Assistant Professor, University at Seoul.
- Tarun Dewan (Co-Chair of the committee), “A Framework for Analyzing Competitive Equilibrium Promotional Strategies for Two-Brand, two-Category Retailers”, graduated in August 1999 from The University of Texas at Dallas; Assistant Professor at University of Toronto.
- Nagasimha Kanagal, “Long run equilibrium and its impact on brand choice and market share analysis,” graduated in 1997 from The University of Texas at Dallas; Assistant Professor, Indian Institute of Management, Bangalore, India.
- Christon K. Cheung, “Model of Entry Strategies and Sales Forecasting for High-Tech Product Categories with Multiple Standards,” graduated in May 1996 from The University of Texas at Dallas; A.C. Nielsen, Inc.
- Subhashri Srinivasan, “Managerial Issues in Franchising: Flexibility, Coordination and Control,” graduated in August 1995 from The University of Texas at Dallas; Assistant Professor at Carnegie Mellon University.
- Demetrios Vakratsas, “Effects of Deals on Purchase Acceleration: An Investigation of Heterogeneity Issues,” graduated in December 1994 from The University of Texas at Dallas; Post Doctoral Fellow, London Business School.
- Lakshmi Achal, "Product Line Decision Under Uncertainty and Consumer Heterogeneity," graduated in December, 1994 from The University of Texas at Dallas; Marketing research consultant (Pharmaceutical Industry).
- Ramesh Arjunji, "Retailer's Optimal Response to Trade Deals: An Analysis Under Uncertainty," graduated in May 1994 from The University of Texas at Dallas; Assistant Professor at Yale University.
- Trichy Krishnan, "Optimal Marketing Mix Policies for New Product Introduction," graduated in February 1993 from The University of Texas at Dallas; Assistant Professor in Nijenrode.
- Jim Stewart, "Expert Systems in Marketing--New Product Design," graduated in May 1992 from The University of Texas at Dallas; Consultant.
- Giles D'Souza, "Advertisement and Formation of Consumer Preferences," graduated in May 1991 from The University of Texas at Dallas; Assistant Professor at University of Alabama.

- V. Padmanabhan Iyer, "Issues in Pricing Theory," graduated in December 1990 from The University of Texas at Dallas; Assistant Professor at Stanford Graduate School of Business.

Representative Research Grants

- National Science Foundation, USA
- NTT, Japan
- International University of Japan, Japan
- Rebel Digital, USA
- Deloitte Management Consulting, USA
- National Bureau of Economic Research, USA
- Signion Systems, Inc., India
- New York Institute of Technology, USA
- Marketing Science Institute, USA
- Booz-Allen and Hamilton, Inc., USA
- General Foods, Inc., USA
- International Data Corporation, USA
- Iridium Corporation, USA
- American Airlines, USA
- The University of Texas at Dallas, USA
- Center for Russian and East-European Studies, USA
- The Woodrow Wilson Center for International Scholars, USA
- MIT, USA
- National Cash Register, USA
- National Economic Research Associates, USA

Opinions, Citations, Commentaries and Interviews in Press/Media

- Print Media: *The Dallas Morning News; The Fort Worth Star Telegram; The Houston Chronicle; The Journal of Commerce; The New York Newsday; The Shreveport Times; Inside Collin County Business; Medium; The New York Times; The Wall Street Journal; Wireless Week; Business News; The Business Standard; Business Today; Daily Pioneer; Economic Times; India Abroad; India Today; Rediff India; The Indian Express; The Times of India, The Free Press Journal, The South Asian Times.*
- Radio and Television: *Amrita TV; Asia News International; TV ABC affiliate in Dallas; TVCBS affiliate in Dallas; TV Asia Channel in New York; Radio AM 1150 in Dallas; Radio ABC affiliate in Dallas; Radio WBAP 820.*

Poetry Writing (Representative Listing)

- "Offerings," A collection of poems, 2005
- "The Festivities of Life," The National Library of Poetry, August 1996
- "Now You See and Now You Don't," The National Library of Poetry, August 1995.

CONFERENCE PRESENTATIONS and PARTICIPATION

- Marketing Science Conference, Rome, Italy, "Reference Price and Omni-Channel Marketing," with Russ Winer (June 2019)
- 13th Global Brand Conference, Northumbria University, UK, "Creating a Composite Measure of Best Employer Brand," with Gordhan Saini and David Ford (May 2017)
- JAMS India Conference, ISB, India, "Effect of Latitude of Price Acceptance, Complementarity and Discount Choices on Consumer Evaluation of Bundle Offer" with Gordhan Saini (April 2017)
- Big Data Conference, New York University (December 2017)

- Academy of International Business, Temple University, PA, “The Role of Brands in Recruitment: Mediating Role of Employer Brand Equity” (October 2016)
- Big Data Conference, New York University (December 2015)
- Academy of Marketing Science, Bari, Italy, “An Empirical Study of Latitude of Quality Acceptance” (July 2015)
- Marketing Science, Emory University, Atlanta, GA, “Evaluation of Public Goods” (June 2014)
- Academy of Marketing Science, “The Effect of Prices on the Prescription Behavior of Pharmaceuticals” (May 2014)
- Northeast Business and Economics Association Conference Proceedings, Bretton Woods, NH, “An Empirical Analysis of Asymmetry in Latitude of Price Acceptance” (November 2013).
- Ravensburger Industriegespräche Conference, Germany, “New Market Development and Market Entry Strategies” (October 2013).
- International Conference on Governance and Public Service Transformation in South Asia, Dhaka, “Institution Building, Inclusive Growth and Accountability: A Study of China and India” (December 2012).
- International Conference on Technology Management, Indian Institute of Science, Bangalore, “Marketing Dynamics in Technology-Based Companies: Pioneering Advantage, Customer Experience and Adaptive Pricing” (July 2012).
- 32nd Annual International Symposium on Forecasting, Boston, “Forecasting the Decision of a Firm: When to Litigate the Patent’s Expiry Date and When to Introduce Next Innovation,” with Tapan Bagchi (June 2012)
- Best Practices for enhancement of Institutional Quality and Excellence, Nirma University, Ahmedabad, “Institutional Excellence Beyond Traditional Metrics of Quality,” with Rajan Saxena (May 2012)
- Business and Health Administration Conference, Chicago, “Pharmaceutical Industry Management Challenges in Kazakhstan,” with Baikenova, Zhansulu, Dilbar Gimranova, and Alma Alpeissova (March 2012)
- Business and Health Administration Conference, Chicago, “Price effects on physician prescription behavior,” with Demetrios Vakratsas and Mala Srinivasan (March 2012).
- International Marketing Conference, IIM Lucknow, “Evolution of GSM Market Technology in India: A Bass Model Approach,” with James Sund, Vivek Natarajan and Tejinder Sharma (January 2012)
- The Association to Advance Collegiate Schools of Business (AACSB) Conferences and Workshops (2011, 2012)
- European Foundation for Management Development (EFMD) Conferences and Workshops (2011)
- International Conference on Global Business and Economic Development (SGBED), Singapore, “Customer-Driven Innovation: A Conceptual Model,” with G. Sandhya (July 2011)
- Kazakhstan Institute of Management, Economics and Strategic Research, Kazakhstan, “Innovative Teaching Methodology: Leadership Development Program,” with Dilbar Gimaranova et. al. (April 2011)
- Business and Health Administration Conference , Chicago, The effect of direct advertising to consumers (DTCA) on Market Share and Quantity in pharmaceutical drugs, and Consumer Welfare,” with Deepak Gupta et. al. (March 2011).
- Northeast Business and Economics Association Conference Proceedings, Morris Town, NJ, “The effect of direct advertising to consumers (DTCA) in prescription pharmaceutical drugs, and Consumer Welfare,” with P. Balasubramanian (September 2010).

- Society for Marketing Advances, New Orleans, “An empirical study of the interaction between advertising and price in pharmaceutical drugs,” (November 2009)
- Allied Academies Conference, New Orleans, “Asymmetric market reactions to new product announcements,” with Vivek Natarajan (October 2009)
- “Asymmetries in the effects of marketing instruments between managed care (HMO) and non-managed care (non-HMO) physicians in the prescription of brand-name drugs,” John D.C. Little Festschrift (June 2009)
- 13th Biennial Eastern Academy of Management International Conference Proceedings, Rio de Janeiro, Brazil, “What triggers turnover intention? A comparative exploratory study of China, Jordan, Turkey, and the United States,” with Hao Chen and David L. Ford (June 2009).
- Academy of International Business Annual Meeting, San Diego, CA, “The job satisfaction-turnover intentions relationship revisited: Exploratory evidence from China, Jordan, Turkey, and the United States,” with Hao Chen and David L. Ford (June 2009).
- Marketing Science Conference, Ann Arbor, MI, “Asymmetries in price and brand loyalty effects in the prescriptions by HMO non-HMO physicians,” with Santha Ramakrishnan (June 2009).
- Society for Marketing Advances, St. Petersburg, FL, “The Effect of Direct Advertising to Consumers (DTC) in Pharmaceutical Drugs: Is there an Effect on Market Share?,” (November 2008)
- Marketing Science Conference, Vancouver, “An assessment of top economists/marketing scholars based on Hirsch Index,” (June 2008)
- Product Development Management Association (India) “Asymmetric Market Reactions to New Product Announcements,” Bangalore, India with Vivek Natarajan (December 2007)
- Oxford Business and Economics Conference, Oxford University, “Customer Experience Value Driver Framework,” (June 2007)
- Marketing Science Conference, Pittsburgh (June 2006)
- Marketing Science Conference, Atlanta (June 2005)
- MIT Sloan Buck Weaver Marketing Science Conference, 2004, 2005, 2006, 2007, and 2008
- Marketing Science Conference, Los Angeles, “Incremental and Radical Brand Innovations in Consumer Packaged Goods,” with Suman Basuroy (June 2000)
- Marketing Science Conference, Los Angeles, “Competitive and Marketing Mix effects on Market Share Volatility,” with Demetrios Vakratsas (June 2000)
- Marketing Science Conference, Syracuse, NY, “An Empirical Analysis of Asymmetry in Latitude of Price Acceptance,” with B.P.S. Murthi (May 1999)
- Marketing Science Conference, INSEAD, Fontainebleau, “The Shape of Advertising Response Functions Revisited,” with Demetrios Vakratsas and Frank Bass (July 1998)
- Marketing Science Conference, Berkeley, CA, “Customizing the Product Definition Process,” with Viswanathan Krishnan (March 1997)
- INFORMS National Meeting, Atlanta, Georgia, “Process Design: Model, Calibration and the Product-Process Interface,” (November 1996)
- Marketing Science Conference, Gainseville, Florida, "Deliberate Product Definition: Customizing the Product Definition Process," with Viswanathan Krishnan (March 1996)
- Winter American Marketing Association, Hilton Head, "Controlling for Observed and Unobserved Managerial Skills in Determining Order-of-Entry Effects on Market Share," with B.P.S. Murthi and Kannan Srinivasan (February 1996)
- Marketing Science Conference, Sydney, Australia, “Finalizing Product Decisions Closer to Market,” with Viswanathan Krishnan (July 1995)

- ORSA/TIMS Joint Meeting, Los Angeles, California, "Finalizing Product Decisions Closer to Market Launch by Overlapping Product Specification and Development Phases," with Viswanathan Krishnan (April 1995)
- ORSA/TIMS Joint National Meeting, Detroit, Michigan, "Controlling for Observed and Unobserved Managerial Skills in Determining Order-of-Entry Effects on Market Share," with B.P.S. Murthi and Kannan Srinivasan (November 1994)
- Marketing Science Conference, Tucson, Arizona, "Managing the Trade-Off Between Up-to-date Customer Input and Early Market Entry: Overlapping Marketing and Product Development," with Viswanathan Krishnan (March 1994)
- ORSA/TIMS Joint National Meeting, Phoenix, Arizona, "Heterogeneity in Entry Effects" (November 1993)
- Marketing Science Conference, St. Louis, "A Three-Stage Model of Pioneering Advantage," with Frank Kardes, Murali Chandrashekar and Ronald Dornoff (March 1993)
- ORSA/TIMS Joint National Meeting, San Francisco, CA, "Brand Retrieval, Consideration Set Composition, Consumer Choice, and the Pioneering Advantage," with Frank Kardes, Murali Chandrashekar and Ronald Dornoff (November, 1992)
- Marketing Science Conference, London, "Empirical Analysis of the Entry Effects When Failures are Considered," (July 1992)
- ORSA/TIMS Joint National Meeting, Anaheim, CA, "Estimating the Order of Entry Effect on the Market Shares of Frequently Purchased Consumer Goods with Endogenous Effects of Marketing Variables and Entry," (November 1991)
- ACR Conference, Chicago, IL, "Consumer's Consideration Set and the Pioneering Advantage," with Frank Kardes (October 1991)
- Marketing Science Conference, Wilmington, DE, "Entry Effect Among Survivors and Failures," with Frank Bass (March 1991)
- Marketing Science Conference, Wilmington, DE, "Order of Entry Effects on Recall, Consideration and Preference Sets," with Frank Kardes (March 1991)
- ORSA/TIMS Joint National Meeting, Philadelphia, PA, "Effects of Order of Entry on Consideration Set Composition," (October 1990)
- Marketing Science Conference, Urbana-Champaign, IL, "Empirical Analyses of the Effects of Price and Promotion Competition on the Order of Entry," with Glen Urban (March 1990)
- Marketing Science Conference, Urbana-Champaign, IL, "Order of Entry Effects on Brand Attitude Polarization and Persistence," with Frank Kardes (March 1990)
- Marketing Science Conference, Urbana-Champaign, IL, "Rediscovering the Demographic File: An Analysis of Systematic Differences in Household Brand Choice Behavior," with Dan Putler (March 1990)
- ORSA/TIMS Joint National Meeting, New York City, NY, "Estimation of Competitive Promotion Conjectures," with Wujin Chu (October 1989)
- ORSA/TIMS Marketing Science Conference, Raleigh-Durham, NC, "Empirical Modeling of the Dynamics of the Order of Entry Effect on Market Share, Trial Penetration, and Repeat Purchases for Frequently Purchased Consumer Goods," with Glen Urban (March 1989)
- ORSA/TIMS Joint National Meeting, Denver, CO, "Dynamics of the Order of Entry Effect: Share, Trial, Repeat, and Competitive Effects," with Glen Urban (October 1988)
- ORSA/TIMS Marketing Science Conference, Seattle, WA, "Simple Linear Salesforce Compensation Plans," with Amiya Basu (May 1988)
- ORSA/TIMS Joint National Meeting, Miami, FL, "A Model of Salesforce Compensation," with Amiya Basu (October 1986)

- Behavioral Decision Research Conference, Ithaca, NY, "A Pricing Model Based on Theories of Perception and Judgment," with John Little (June 1986)
- ORSA/TIMS Marketing Science Conference, Dallas, TX, "A Pricing Model Based on Perception Theories and its Testing on Scanner Panel Data," with John Little (March 1986)

Invited Presentations and Participation

- 2018 Financial Crisis: A Ten-Year Review (Organized by MIT and Annual Reviews), November 2018
- Harvard University President Lawrence Bacow Inauguration, October 2018
- Tata Institute of Social Sciences, January 2018
- UN General Assembly Innovation Summit, September 2017
- Golden Jubilee Celebrations, State of Haryana, December 2016
- Golden Jubilee Lectures Series, Kurukshetra University, December 2016
- MIT Global Start Up Workshop, Annual Conference in Hyderabad, March 2016
- Tata Institute of Social Sciences, March 2016
- MIT Asia School of Business, February 2016
- DAV College, Jalandhar, India, September 2015
- Academy of Marketing Science, Bari, Italy, July 2015
- MIT Better World, 2015 (MIT), 2016 (NY), 2017 (Boston), 2018 (NY)
- AMA-Sheth Doctoral Consortium, January 2015
- Harvard Conference, Harvard Project for Asian and International Relations, February 2014
- "Ravensburger Industriegespräche", Ravensburg, Germany, October 2013
- International University of Japan, Japan, September 2013
- Bhagwant University, Ajmer, July 2013
- Rutgers University, NJ, June 2013
- Birla Institute of Technology, Mesra, May 2013
- Research Institute of Health Sciences and Management, International Conference, Pune, February 2013
- Meghe Group of Institutions, International Conference, Nagpur, February 2013
- Tata Institute of Social Sciences, Mumbai, February 2013
- International Conference on Engineering and Technology Management, NMIMS University, Mumbai, Sponsored by IEEE, January 2013
- International Conference on Governance and Public Service Transformation, Dhaka, Sponsored by UNDP, December 2012 (Invitation only conference)
- International Conference on Development, Indira Gandhi Institute for Development Research Silver Jubilee Conference, Mumbai, December 2012
- International Conference on Blood Pressure and Hypertension, NMIMS University, Mumbai, December 2012
- Consortium of Students in Management Research (COSMAR), Indian Institute of Science, Bangalore, November 2012
- MIT President Rafael Reif Inauguration, September 2012
- Usha Pravin Gandhi College of Law, Mumbai, August 2012
- Academy of Indian Marketing-American Marketing Association Sheth Foundation International Conference on "Innovation in Marketing for Emerging Markets," Bangalore, July 2012
- Inaugural Academy of Indian Marketing-American Marketing Association Sheth Foundation, Doctoral Consortium, Bangalore, July 2012
- Glen Urban Festschrift, MIT, Cambridge, June 2012

- National Assessment and Accreditation Council Conference at Nirma University, India, May 2012 (Invitation only conference)
- Sustainability Seminar Series, Earth and Environmental Studies, Montclair State University, April 2012
- Higher Education Forum, India, March 2012
- Tata Institute of Social Sciences Platinum Jubilee Conference, Mumbai, February 2012
- NMIMS University, Mumbai, December 2011
- Amrita University, Coimbatore, March 2011
- Kazakhstan University of Economics, Management, and Strategic Research, September 2010
- University of Economics (Kazakhstan), September 2010
- City University of New York, May 2010
- George Mason University, April 2010
- University of North Texas at Dallas, April 2010
- Indian Institute of Management, Bangalore, January 2010
- Indian Institute of Health Management Research, Jaipur, January 2010
- Great Lakes Management School, Chennai, January 2010
- S.P. Jain Management Institute, Mumbai, December 2009
- Aberdeen Business School, Scotland, November 2009
- John D.C. Little Festschrift, Ann Arbor, MI, June 2009
- Vienna University of Economics and Business Administration, Vienna, March 2009
- Newcastle Business School, UK, December 2008
- Florida Gulf Coast University, December 2008
- Eastern Michigan University, Michigan, February 2008
- Alliant International University, California, January 2008
- Indian Institute of Management, Bangalore, December 2007
- University College Dublin, Ireland, May 2007
- Frankfurt School of Management and Finance, April 2007
- Suffolk University, March 2007
- London School of Economics, February 2007
- Loughborough University, U.K., September 2006 and January 2007
- Indian Institute of Management, Bangalore, December 2006
- Tongji University, China, October 2006
- New Jersey Institute of Technology, February 2006
- Jiangxi University, China, 2001-2006
- Metropolitan College of New York, June 2006
- Jain Group of Institutions, Bangalore, April 2006
- Sadhana Center for Management and Leadership, Pune, April 2005
- MIT Annual New York Dinner (Lester Thurow, Stewart Myers, Andrew Lo and Simon Johnson), 2003, 2004, 2005 and 2006
- MIT Sloan Convocation, 2003, 2005
- MIT Exponential Celebrations: Seminars and Discussions, 2003
- Chinese Culture University, December 2000 and November 2001
- Yeshiva University, December 2000
- Illinois Institute of Technology, November 2000
- Westminster College, June 2000

- State University of New York at Stony Brook, June 2000
- University of Illinois at Chicago, May 2000
- New York Institute of Technology, April 2000
- Ohio University, January 2000
- University of Missouri, March, 1999
- Cleveland State University, March 1999
- Fletcher School of Diplomacy and Law, February 1999
- McKinney Economic Development, February 1999
- University of California, Riverside, March 1998
- University of Houston, November 1997
- IEEE-Engineering Management Conference, Fall 1997
- Texas Faculty Consortium, SMU, October 1997
- Boston University, January 1997
- New Products Development Conference, The Wharton School, May 1995
- The MIT World Economy Laboratory Conference, Washington, D.C., April and October 1995
- Rice University, April 1994
- Empirical Generalizations in Marketing Workshop, The Wharton School, February 1994
- International Executive Development Center, Kranj, Slovenia, June 1993
- University of California, Davis, December 1989
- Vanderbilt University, October 1989
- National Cash Register, Akron, Ohio, June 1988

TEACHING

Master's Theses

- Master's Programs in Business and Pharmaceutical Sciences, CUNY, 2018-
- MBA Thesis Reports, Chair, International University of Japan, 2013-2015.
- MBA Written Thesis Committee(s), and MBA Matriculation Oral Examination Committee(s), New York Institute of Technology, Supervisory professor (as Academic Director of MBA programs), 2000-2010.
- MBA and MS Written Thesis Committee(s), The University of Texas at Dallas, Supervisory professor (as Director of Master's programs), 1995-2000.

Undergraduate, Master's, Executive, and Doctoral Education Courses

Interdisciplinary	Competitive Strategy; Consumer Behavior; E-Commerce, Internet
Advanced Courses	Marketing and Technology Marketing; Learning Organizations; Managing Innovation; Modeling; Media Education and Marketplace; Media Arts and Sciences; Economic and Public Policy and Analysis; Growth Models
Economics and Finance	Micro and Macro Economics, Corporate Finance
International Studies	Area Studies: Russia, Southeast Asia, and South Asia Cross-Cultural Promotion
Management	International Business, International Marketing, World Trade and Services
Marketing	Principles of Management, Change Management, Innovation, Organization Behavior, Leadership Marketing and Distribution Management; Principles of Marketing; Marketing Research and Advanced Marketing Research; Product Management; Marketing Engineering; Customer Relations

Pharmaceutical Sciences	Management; Marketing Communications and Public Relations Pharmaceutical Marketing; Product Management; Supply Chain Management; Project Management
PhD Seminars	Modeling; Marketing and Competitive Strategy; Applied Multivariate Methods; Economic and Public Policy
Executive Education	Business Strategy; Business Policy; Economics of Public Sector; Health Care Administration; Medical Management; Quantitative Method

EXPERIENCE and LEADERSHIP in GLOBAL ACTIVITIES (1990-2000)

1991-2000	Directed and organized study programs in St. Petersburg, Russia and Asia (China, India, Malaysia, Singapore, Vietnam) at The University of Texas at Dallas
2000-2006	International Workshop Programs in China, Germany, Russia
1992-1996	Woodrow Wilson Center for International Scholars, Washington, D.C.
1993	Seminar for mid-level European executives on product and innovation management at the International Executive Development Center Kranj, Slovenia.
1990-1993	Lectures on management, marketing and approaches to privatization, St. Petersburg, Chibaksara, and Ivanovo, Russia
1992	<ul style="list-style-type: none"> • Lectures on Business Management in Estonian Business School, Tallin, Estonia • Seminars on issues confronting transition to market economy and privatization, St. Petersburg Education Center, St. Petersburg Technical University, Ivanava Technical University, and the City Councils • Seminars on "How to Do Business with the US" to Soviet business leaders at the Leningrad Technical University, St. Petersburg, • Seminars in Ivanava, Furmanova, Kineshma, Vichuga, Shuya and Teikovo, Russia
1991	Lectures to Soviet business persons on the first principles of business--marketing, management, finance and product management at the Leningrad Education Center. Consultation with the Economic Reform Committee of the Leningrad City Council on (1) encourage US businesses to invest in Leningrad, (2) develop a Free Trade Zone, and (3) increase the export of Soviet goods

Other Relevant International Experience

1993-1995	Facilitated the founding of Russian American Graduate School of Management, St. Petersburg.
1988-1991	Member, Editorial Board, <i>India Abroad</i> (New York)

Language Skills

Hindi; Russian; Sanskrit; Tamil and Rudimentary Japanese

REPRESENTATIVE CONSULTING COMPETENCIES AND ACTIVITIES

Competencies	Expert Witness and Testimony in Arbitrations and Court Litigation Organizational Development and Design, and Building Learning Organizations New Product Design and Development Product and Market Entry Strategy Pricing, and Advertising and Communication Strategy International Business and Strategy: Market and Product Development Strategies. Education: Executive Education, and Curriculum Design and Development
Clients and Projects	Racepoint Global: Expert Consulting for Telecommunication Client Consulting Firms and Law Firms for Expert Witness Testimony (recent testimony have

been in the areas of Higher Education, Energy, Healthcare and Pharmaceutical, and Telecom). Expert Testimony provided in: Investigations of 701-TA-514 and 701-TA-1250 by International Trade Commission; Arbitration of UTE v. ZTE; False Claims litigation by US Department of Justice; Fox Broadcasting v. Dish Network
MIT's Asia School of Business
Central Bank of Armenia
Tata Institute of Social Sciences
The Central Bank of Armenia
NTT, Japan: Marketing Strategy
Globis University, Japan: Curriculum and Global Strategy
Baden-Wuerttemberg Cooperative State University, Germany (Specialist-Visitor)
Montclair State University, NJ (Specialist-Visitor)
Signion Systems, Inc.: Board Member.
Park Place Group, New York: Business Strategy
Rebel Digital, New York: Acquisition Strategy
Deloitte and Touche: Product strategy.
UNext and Cardean Learning Group: Curriculum Design and Development for International Marketing and Health Care Administration.
IPGEN: Product and Marketing strategies.
LIQUIDCD.COM: Business and Market Entry strategy
Booz-Allen & Hamilton: Innovation and Growth Strategies.
Texas International Education Consortium: Curriculum and organization design.
Worldlink, Inc.: Marketing strategy.
Axes Technologies, Inc.: Senior Advisor, Business Development.
Raytheon TI Systems: Market Forecasting and Pricing Strategy.
Bruton Information, Inc.: Pricing Strategy for Internet service.
Ritzman Group, Inc: Pricing Strategies for Consumer Package Goods.
Nortel: Market Entry Strategies in Telecommunication Industry.
Iridium, Inc.: Market Entry Strategies for Telecommunication services.
Texas Instruments, Inc: Telecommunication Strategies, executive seminars.
Sega: Advertising Strategies for Sega.
Audience Research and Development: International Markets Entry Strategies.
Bankston Nissan dealer: Customer satisfaction and store traffic.
Rockwell International: Introduction of new telecommunication product to the oil and gas exploration industry.
International Executive Development Center in KRANJ, Slovenia: Seminars on Product and Innovation Management.
Consultant to CHIBAKSARA Republic, Russia: Issues of privatization.
Digital Equipment Corporation: Executive seminars on International Business.
Consultant to the Economic Reform Committee of the Leningrad City Council: Encouragement of US business investments in Leningrad, and development of a Free Trade Zone.
AT&T: Executive seminars on New Product Development in High Tech Markets.
General Foods: Empirical modeling in beverages market, and estimation of price elasticity.
Northern Telecom: Marketing executive seminars.
Oxy Chemical: Pricing Issues.
American Airlines: Demand Forecasting and Logit Choice Modeling.

International Data Corporation: Forecasting Mainframe Computer Sales.
 NCR: Executive seminars on the Impact of Technology on Service and Manufacturing Industries, Retailing, and Marketing.
 NERA: The effect of advertisement on cigarette demand

MIT ACTIVITIES AND RECOGNITION

Service as an Alumnus	Education Counselor, 2017 - President and President-Elect Global MIT South Asian Alumni Association, and Board Member (MIT SAAA), 2010 - MIT Nominating Committee on Corporation Visiting Committees, 2005-08 1994-97 MIT National Capital Campaign Committee: Goal \$2.0 billion, 1998-2004 MIT National Alumni/ae Association, Member, Board of Directors, 1997-2000 MIT Pre-Orientation Program for Graduate Students from India, 2012-2015 MIT Technology Day Committee, 1997-2000 MIT Enterprise Forum Board, 1997-2003 MIT Enterprise Forum at Dallas, Co-Chair and Executive Committee Member, 1996-2004 Dallas/Fort Worth MIT Club President, Director of Finance, Vice President for Programs, 1990-1996 Global MIT South Asia Alumni Association, 2006 - MIT Student Alumnus Mentor and Interviewer, 1999 –
Service as a Student	MIT Corporation Joint Advisory Council MIT Council on Graduate School Policy MIT Graduate Students Council MIT Undergraduate Advisor MIT Colloquium Committee Harvard-MIT Cooperative Society Board
Recognition	Harold Lobdell Award by MIT for outstanding service to the Institute, 2002 MIT Circle 1861 Member

SCHOOL AND UNIVERSITY COMMITTEE ACTIVITIES

New York Institute of Technology

- University Senate
- University Accreditation and Assessment Committee
- University Curriculum Committee
- University Distance-Learning Committee
- University Library Committee
- School of Management Dean's Council
- School of Management Personnel Committee
- School of Management Curriculum Committee
- School of Management Library Committee
- School of Management Accreditation and Assessment Committee
- School of Management Research Committee

The University of Texas at Dallas

- University Accreditation Committee
- University and School of Management Strategic Planning Task Forces
- University Steering Committee, Cecil and Ida Green Center for Science and Society

- Core Committee for the Support of Women and Minorities
- Faculty Advisor for the Undergraduate Program Studies
- University Enrollment Management Task Force
- University Committees and Task Forces:
- University Faculty Senate
- University Curriculum Committee
- University Assessment Committee
- University Strategic Planning Taskforce
- University Core Committee for the Support of Women and Minorities
- University Committee on Committees
- University Committee on Educational Policy, Vice-chair
- University Committee on Faculty Standing and Conduct
- University Library Committee
- University Core Curriculum Committee
- Search Committee for the Dean of School of Management
- Commencement Committee
- School Academic Planning and Policy Committee
- School Personnel Committee
- School Curriculum Committee
- School Doctoral Program Committee
- School External Development Committee
- School Executive Education Committee
- School Masters Program Review Committee, Chair and member
- School Masters Admissions Subcommittee, Chair and member
- School Medical Management Program
- School Undergraduate Program Committee
- School Library and Facilities Committee
- School Ad Hoc Distance Learning Committee
- School Scholarship Committee
- School of Management Magazine Editorial Committee
- School TA Supervision Committee

COMMUNITY INVOLVEMENT

Public Policy Activities

Presentations to States of Gujarat and Bihar: Enhancing Research Productivity and New Pedagogic Tools
 Texas State Strategic Economic Development Planning Commission
 Texas Competitive Government Taskforce
 Texas Lyceum Board, Dallas County Child Welfare Board, and Dallas County Public Health Advisory Committee (appointed by the Dallas County Commissioners)
 Dallas Assembly – Public Policy Think Tank
Appointments of Mayor: School to Careers Committee, Dallas Workforce Commission; Summer Youth Program Steering Committee, and Census 2000 Committee; and Dallas Workforce Commission: School to Careers Committee

Community Activities

Boards

Bombay Management Association, Consulting Editor, Journal
Greater Dallas Indo-American Chamber of Commerce, Executive
Committee and Board Member
Greater Dallas Asian American Chamber of Commerce, Executive
Committee Member & Board Member, Bylaws Committee, and Chair,
Community Affairs, Legislative Affairs & Strategic Planning Committees
Greater Dallas Community Relations, Board Member
Literacy Volunteers of America-Dallas, Board Member
Leadership Dallas Alumni Association Board Member
North Texas Volunteer Center, Board Member
The Writer's Garret, Board Member.
WordSpace, Steering Committee.
Texas Chamber Music Ensemble, Board Member
Our Brother's Keeper, Board Member
Leadership Dallas Alumni Board Member and Curriculum Committee
Richardson University Lions Club, Founding Member, Vice President and
President
Lions Sight and Tissue Foundation Lifetime membership

Committees

Facilitator, Ford Community Development Program, Dallas, Texas
Greater Dallas Chamber of Commerce, International Trade Task Force.
Greater Dallas Chamber of Commerce, Committee on Healthy
Community.
City of Dallas, Market Place Creation Steering Committee
Dallas 2012 Olympics Committee
Venture 98: Southern Dallas Business Plan Competition
Member, The Crescent Club, Dallas
Dallas Friday Group
Dallas Council of World Affairs
Greater Dallas Planning Commission
Sustaining Member, Americares
United Way: Venture Fund Grant Committee
Dallas Police Chief's Community Advisory Committee
Presbyterian Healthcare System Forum
North Central Texas Council of Governments: Strategic Planning
Taskforce
Associate Member, George Bush Presidential Library and Museum
Presidential Exploratory Committee of Governor George W. Bush
Texas Asian Advisory Board of Vice-President Albert Gore
Educator of the Year, Asian American Chamber of Commerce,
1998
Minority Business News, Profile, 1998
Lions Extension Award, 1997
Leadership Dallas Program, 1996-1997

Community Recognition