

February 2021

Seethu Seetharaman

W. PATRICK McGINNIS PROFESSOR OF MARKETING

Home

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Office

Olin Business School
Washington University in St. Louis
One Brookings Drive
St. Louis, MO 63130
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Experience

- W. Patrick McGinnis Professor of Marketing, Olin Business School, Washington University, St. Louis, MO 63130 (July 2010 – date)
- Academic Director, Master of Science in Customer Analytics (MSCA), Olin Business School, Washington University, St. Louis, MO 63130 (July 2014 – date)
- Director, Center for Analytics and Business Insights (CABI), Olin Business School, Washington University, St. Louis, MO 63130 (July 2015 – date)
- Professor of Marketing & Director, Asian Business Research and Education, Jesse H. Jones Graduate School of Business, Rice University, Houston, TX 77252 (July 2007 – June 2010)
- Associate Professor of Marketing (with tenure), Jesse H. Jones Graduate School of Business, Rice University, Houston, TX 77252 (July 2004 – June 2007)
- Associate Professor of Marketing (with tenure), John M. Olin School of Business, Washington University, St. Louis, MO 63130 (Jan 2004 – June 2004)
- Assistant Professor of Marketing, John M. Olin School of Business, Washington University, St. Louis, MO 63130 (July 1998 – Jan 2004)

Education

- Ph.D. Management 1998 Cornell University
Thesis Advisor: Dick R. Wittink
- M.S. Management 1996 Cornell University
- M.S. Chemical Engineering 1993 University of Utah
Thesis Advisor: Donald Dahlstrom
- B.Tech Chemical Engineering 1991 Indian Institute Of Technology (Madras)

Research Interests

- Customer Analytics.
- Econometric Analyses of Scanner Data.
- Discrete Choice Experiments.
- Structural Econometric Models of Consumer and Firm Behavior.
- Machine Learning Methods.
- Models of Customer Lifetime Value (CLV).
- New Product Diffusion Models.

Specific Markets of Interest

- Consumer Packaged Goods, Grocery Retail, Hotels, Financial Services, Energy, Pharmaceuticals, Movies, Automotive, Catalog Retailing.

Teaching Interests

- Values-Based Data-Driven Decision-Making
- Data Analysis for Brand Management
- Analytics-Driven Brand Management
- Market and Consumer Focus
- Advanced Marketing
- Customer Analytics
- Data-Driven Customer Management
- Marketing Analytics
- Business Competencies
- Experiential Consulting Practicum Projects

Refereed Publications

1. Yu Ma, P. B. Seetharaman & Vishal Singh (2021), “A Multi-Category Demand Model Incorporating Inter-Product Proximity,” *Journal of Business Research*, forthcoming.
2. Nina Baranchuk, P. B. Seetharaman & Andrei Strijnev (2019), “Revenue Sharing Vertical Contracts in the Movie Industry: A Theoretical Analysis,” *Review of Marketing Science*, 17, 1, 81-116.
3. Qin Zhang & P. B. Seetharaman (2018), “Assessing Lifetime Profitability of Customers with Purchase Cycles,” *Marketing Intelligence & Planning*, 36, 2, 276-289.

4. Koray Cosguner, Tat Chan & P. B. Seetharaman (2018), "Dynamic Pricing in a Distribution Channel in the Presence of Switching Costs," *Management Science*, 64, 3, 1212-1229.
5. Qin Zhang, Manish Gangwar & P. B. Seetharaman (2017), "Polygamous Store Loyalties: An Empirical Investigation," *Journal of Retailing*, 93, 4, 477-492.
6. Koray Cosguner, Tat Chan & P. B. Seetharaman (2017), "Behavioral Price Discrimination in the Presence of Switching Costs," *Marketing Science*, 36, 3, 426-435.
7. Yuanfang Lin & P.B. Seetharaman (2013), "The Gasoline Industry: A Review for Marketing Research," *The Marketing Review*, 13, 1, 3-22.
8. Trichy V. Krishnan, P.B. Seetharaman & Demetrios Vakratsas (2012), "The Multiple Roles of Interpersonal Communication in New Product Growth," *International Journal of Research in Marketing*, 29, 3, 292-305.
9. Qin Zhang, P.B. Seetharaman & Chakravarthi Narasimhan (2012), "The Indirect Impact of Price Deals on Households' Purchase Decisions Through the Formation of Expected Future Prices," *Journal of Retailing*, 88, 1, 88-101.
10. Yu Ma, P.B. Seetharaman & Chakravarthi Narasimhan (2012), "Modeling Dependencies in Brand Choice Outcomes Across Complementary Categories," *Journal of Retailing*, 88, 1, 47-62.
11. Hai Che & P.B. Seetharaman (2009), "Speed of Replacement: Modeling Brand Loyalty Using Last Move Data," *Journal of Marketing Research*, 46, 3, 494-505.
12. P.B. Seetharaman & Hai Che (2009), "Price Competition in Markets with Consumer Variety Seeking," *Marketing Science*, 28, 3, 516-525.
13. Ganesh Iyer & P.B. Seetharaman (2008), "Too Close to be Similar: Product and Price Competition in Retail Gasoline Markets," *Quantitative Marketing and Economics*, 6, 3, 205-234.
14. Rakesh Niraj, V. Padmanabhan & P.B. Seetharaman (2008), "A Cross-Category Model of Households' Incidence and Quantity Decisions," *Marketing Science*, 27, 2, 225-235.
15. Tat Y. Chan, V. Padmanabhan & P.B. Seetharaman (2007), "An Econometric Model of Location and Pricing in the Gasoline Market," *Journal of Marketing Research*, 44, 4, 622-635.
16. Hai Che, K. Sudhir & P.B. Seetharaman (2007), "Bounded Rationality in Pricing Under State Dependent Demand: Do Firms Look Ahead? How Far Ahead?" *Journal of Marketing Research*, 44, 3, 434-449.
17. Murali K. Mantrala, P.B. Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna & Antonie Stam (2006), "Optimal Pricing Strategies for an Automotive Aftermarket Retailer," *Journal of Marketing Research*, 43, 4, 588-604.
18. P.B. Seetharaman, S. Chib, A. Ainslie, P. Boatwright, T. Chan, S. Gupta, N. Mehta, V. Rao, A. Strijnev (2005), "Models of Multi-Category Choice Behavior," *Marketing Letters*, 16, 3, 239-254.

19. Qin Zhang, P.B. Seetharaman & Chakravarthi Narasimhan (2005), "Modeling Selectivity in Households' Purchase Quantity Outcomes: A Count Data Approach," *Review of Marketing Science*, Volume 3, Article 2.
20. Douglas Bowman, Carrie M. Heilman & P.B. Seetharaman (2004), "Determinants of Product-Use Compliance Behavior," *Journal of Marketing Research*, 41, 3, 324-338.
21. P.B. Seetharaman (2004), "The Additive Risk Model for Purchase Timing," *Marketing Science*, 23, 2, 234-242.
22. P.B. Seetharaman (2004), "Modeling Multiple Sources of State Dependence in Random Utility Models: A Distributed Lag Approach," *Marketing Science*, 23, 2, 263-271.
23. Siddhartha Chib, P.B. Seetharaman & Andrei Strijnev (2004), "Model of Brand Choice with a No-Purchase Option Calibrated to Scanner Panel Data," *Journal of Marketing Research*, 41, 2, 184-196.
24. Ganesh Iyer & P.B. Seetharaman (2003), "To Price Discriminate or Not: Product Choice and the Selection Bias Problem," *Quantitative Marketing and Economics*, 1, 2, 155-178, **Lead Article**.
25. P.B. Seetharaman (2003), "Probabilistic versus Random Utility Models of State Dependence: An Empirical Comparison," *International Journal of Research in Marketing*, 20, 1, 87-96.
26. P.B. Seetharaman & Pradeep Chintagunta (2003), "The Proportional Hazard Model for Purchase Timing: A Comparison of Alternative Specifications," *Journal of Business and Economic Statistics*, 21, 3, 368-382.
27. Trichy V. Krishnan & P.B. Seetharaman (2002), "A Flexible Class of Purchase Incidence Models," *Review of Marketing Science*, 1, 3, Paper 4.
28. Dube, J.P., Chintagunta, P.K., Bronnenberg, B., Goettler, R., Seetharaman, P.B., Sudhir, K., Thomadsen, R., Zhao, Y. (2002), "Structural Applications of the Discrete Choice Model," *Marketing Letters*, 13, 3, 207-220.
29. Siddhartha Chib, P.B. Seetharaman & Andrei Strijnev (2002), "Analysis of Multi-Category Purchase Incidence Decisions Using IRI Market Basket Data," *Advances in Econometrics*, Vol. 16, 57-92.
30. P.B. Seetharaman, Andrew Ainslie & Pradeep K. Chintagunta (1999), "Investigating Household State Dependence Effects Across Categories," *Journal of Marketing Research*, 36, 4, 488-500.
31. P.B. Seetharaman & Pradeep K. Chintagunta (1998), "A Model of Inertia and Variety-Seeking with Marketing Variables," *International Journal of Research in Marketing*, 15, 1, 1-17, **Lead Article**.

Other Publications

1. P.B. Seetharaman & Raphael Thomadsen (2018), "The Strategic Effects of State Dependent Consumer Preferences: The Roles of Habits and Variety Seeking," Book Chapter, *The Psychology of Habit*, ISBN.
2. P.B. Seetharaman (2010), "Choice Models," Book Chapter, *Wiley International Encyclopedia of Marketing*, Wiley Publishers.
3. P.B. Seetharaman (2009), "Dynamic Pricing," Chapter 17 in *Handbook of Pricing Research in Marketing*, Edward Elgar Publishers, UK.
4. P.B. Seetharaman (2006), "Don't Oversimplify," *Marketing Research*, 18, 3, 53-53.
5. Murali K. Mantrala, P.B. Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna & Antonie Stam (2006), "Developing Optimal Store-Level Pricing Strategies for an Automotive Aftermarket Retailer," *Marketing Science Institute (MSI) Reports 2006, Issue One*, 117-136.
6. Dick R. Wittink & P.B. Seetharaman (1999), "A Comparison of Alternative Solutions to the Number-of-Levels Effect," *Sawtooth Software Conference Proceedings*, 269-281.
7. P.B. Seetharaman (1999), "Comment on Lynd Bacon's 'Using LISREL and PLS to Measure Customer Satisfaction'," *Sawtooth Software Conference Proceedings*, 305-306.
8. Dick R. Wittink, William G. McLauchlan & P.B. Seetharaman (1997), "Solving the Number-of-Attribute-Levels Problem in Conjoint Analysis," *Sawtooth Software Conference Proceedings*, 227-240.

Conference Presentations

- * "Machine Learning Approaches to Modeling Category Sales: Implications for Optimal Store-Level Pricing and Promotions," INFORMS Conference, Phoenix, 2019. **(Invited Speaker)**
- * "What can Machine Learning Teach Us?" Structural Models Workshop (organized by Brett Gordon & Raphael Thomadsen), Olin Business School, Washington University, St. Louis, 2017. **(Invited Speaker)**
- * "Understanding the Demand Effects of Product Preannouncements: A Case Study of Digital Cameras," Marketing and Innovation Symposium, Erasmus University, 2014. **(Invited Speaker)**
- * "A Structural Econometric Model of Dynamic Manufacturer Pricing: A Case Study of the Cola Market," Marketing Research Camp, University of North Carolina, Chapel Hill, 2013 **(Invited Speaker)**.

- * “Discussion on “The Impact of National Culture on the Relationship Between Marketing Efforts, Customer Behavior and Profitability: Emerging versus Developed Markets,” INFORMS Emerging Markets Conference, The Wharton School, 2012. **(Invited Speaker)**
- * “Estimating Dynamic Pricing Decisions in Oligopolistic Markets with Inertial Demand,” Marketing Dynamics Conference, Jaipur, India, 2011.
- * “Investigating the Impact of Store Layout on Consumers’ Purchase Incidence Decisions,” Marketing Science Conference, Cologne, Germany, 2010.
- * “Discussion on ‘Customer Base Analysis Using Repeated Cross-Sectional Summary (RCSS) Data,” UTD-FORMS Conference, University of Texas at Dallas, 2010. **(Invited Speaker)**
- * “Empirical Analysis of Competitive Pricing Strategies with Complementary Product Lines,” INFORMS Conference, San Diego, CA, 2009. **(Invited Speaker)**
- * “Discussion on ‘Optimal Reverse Channel Structure for Consumer Product Returns’,” Summer Institute on Competitive Strategy (SICS), University of California, Berkeley, 2009. **(Invited Speaker)**
- * “Multi-Category Demand Models,” AMA Sheth Doctoral Consortium, Atlanta, GA, 2009. **(Invited Speaker)**
- * “Discussion on ‘Quota Dynamics and the Inter-temporal Allocation of Sales-force Effort,” UTD-Forms Conference, University of Texas at Dallas, 2009. **(Invited Speaker)**
- * “Too Close to be Similar: Product and Price Competition in Retail Gasoline Markets,” INFORMS Conference, Washington, D.C., 2008.
- * “Discussion on ‘Durable Goods Oligopoly with Innovation: Theory and Empirics’,” Summer Institute on Competitive Strategy (SICS), University of California, Berkeley, 2008. **(Invited Speaker)**
- * “Dynamic Pricing,” AMA Sheth Doctoral Consortium, Columbia, MO, 2008. **(Invited Speaker)**
- * “Empirical Analysis of Competitive Pricing Strategies with Complementary Product Lines,” INFORMS Conference, Hong Kong, 2006.
- * “Empirical Analysis of Competitive Pricing Strategies with Complementary Product Lines,” Collaborative Research Conference, New Haven, CT, 2006.
- * “Dynamic Pricing in Oligopolistic Markets: An Empirical Approach using Micro- and Macro-Level Data,” Conference on Empirical IO in Food Retailing, Toulouse, France, 2006. **(Invited Speaker)**
- * “Product and Price Competition in Retail Gasoline Markets: Theory and Empirical Analysis,” Conference on Supermarket Retailing, Buffalo, NY, 2005.

- * “Dick Wittink on Promotions,” AMA Sheth Doctoral Consortium, Storrs, CT, 2005. **(Invited Speaker)**
- * “Dynamic Pricing in Oligopolistic Markets: An Empirical Approach using Micro- and Macro-Level Data,” MSI Young Scholars Event, Park City, UT, 2005. **(Invited Speaker)**
- * “Discussion on ‘Bias and Variance in Value Function Estimates’,” Summer Institute on Competitive Strategy (SICS), University of California, Berkeley, 2004. **(Invited Speaker)**
- * “Multivariate Hazard Models for Multicategory Purchase Timing Behavior,” Invitational Choice Symposium, Estes Park, CO, 2004. **(Invited Speaker)**
- * “Optimal Pricing Strategies for an Automotive Aftermarket Retailer,” MSI Conference on Collaborative Research, Yale School of Management, New Haven, CT, 2004.
- * “A Structural Model of Locational Competition Among Gasoline Retailers in Singapore: An Empirical Analysis,” Marketing Camp, Kellogg School of Management, Northwestern University, Chicago, IL, 2003. **(Invited Speaker)**
- * “A Structural Model of Locational Competition Among Gasoline Retailers in Singapore: An Empirical Analysis,” Summer Institute for Competitive Strategy (SICS), Berkeley, CA, 2003. **(Invited Speaker)**
- * “A Structural Model of Locational Competition Among Gasoline Retailers in Singapore: An Empirical Analysis,” Marketing Science Conference, College Park, MD, 2003.
- * “Dynamic Pricing in Oligopolistic Markets: An Empirical Approach using Micro- and Macro-Level Data,” Pricing Conference, Cornell University, Ithaca, NY, 2002.
- * “Modeling Multiple Sources of State Dependence in Random Utility Models of Brand Choice,” Marketing Science Conference, Weisbaden, Germany, 2001.
- * “Structural Applications of the Discrete Choice Model,” Participated in a two-day session at the Invitational Choice Symposium, Monterey, CA, July 2001. **(Invited Speaker)**
- * “To Price Discriminate or Not: The Choice of Station Type in Retail Gasoline Markets,” INFORMS Conference, San Antonio, TX, 2000.
- * “An Attribute-Based Model of Product Similarities, Inertia and Variety Seeking: Implications for Market Structure,” Marketing Science Conference, Los Angeles, CA, 2000.
- * “Price Discrimination in Gasoline Markets,” Marketing Science Conference, Los Angeles, CA, 2000.
- * “Marketing Models of State Dependence,” Doctoral research seminar, The University of Chicago, Chicago, IL, April 2000. **(Invited Speaker)**
- * “Understanding Asymmetries in Brand Competition: An Empirical Generalization,” Marketing Science Conference, Syracuse, NY, 1999.

- * “The Number-of-Attribute Levels Effect in Conjoint Analysis: Causes and Solutions,” Sawtooth Software Conference, San Diego, CA, 1998.
- * “Analyzing Brand Choice Dynamics Across Categories,” Northeast Marketing Consortium, Syracuse, NY, 1997.
- * “Analyzing Brand Choice Dynamics Across Categories,” Marketing Science Conference, Berkeley, CA, 1996.
- * “The Influence of Store Visit Timing on Purchase Timing,” INFORMS Conference, Los Angeles, CA, 1994.

Invited Marketing Seminar Presentations

- * 2017: Missouri (Columbia)
- * 2016: Indian School of Business (ISB), India.
- * 2011: Wisconsin (Madison).
- * 2010: National Univ. of Singapore (NUS).
- * 2009: Emory, Cornell, Washington University in St. Louis.
- * 2008: None.
- * 2007: Indiana, Texas A&M, Vellore Institute of Technology.
- * 2006: Catholica, Korea University, Michigan, Toulouse, Tilburg.
- * 2005: Houston.
- * 2004: SUNY-Buffalo.
- * 2003: INSEAD, Kellogg, Rice, SUNY-Buffalo, Texas (Dallas), Toronto, UC-Berkeley, Wharton.
- * 2001: Rice.
- * 2000: Chicago.
- * 1999: Chicago.
- * 1997: Chicago, Colorado, NYU, Purdue, Rochester, Texas (Dallas), Tilburg, Toronto, Wash U.

Thesis Committees

I have been involved in a primary advisory role in the doctoral theses of the following students.

- * **Koray Cosguner**, Ph.D. in Marketing, Washington University, Graduated July 2013, Current Position: Assistant Professor of Marketing, Indiana University, Bloomington.
- * **Tod Cox**, Ph.D. in Marketing, Rice University, Graduated July 2013, Current Position: Assistant Professor of Marketing, Stetson University.
- * **Alex Chaudhry**, Ph.D. in Marketing, Rice University, Graduated July 2013, Current Position: Assistant Professor of Marketing, Texas Tech University.

- * **Kyryl Lakishyk**, Ph.D. in Marketing, Washington University, Graduated July 2012, Current Position: Assistant Professor of Marketing, Catholica University, Portugal, Initial Position: Assistant Professor of Marketing, Catholica University, Portugal.
- * **Yu Ma**, Ph.D. in Marketing, Washington University, Graduated July 2005, Current Position: Associate Professor of Marketing (with Tenure), McGill University, Initial Position: Assistant Professor of Marketing, U of Alberta.
- * **Hai Che**, Ph.D. in Marketing, Washington University, Graduated July 2003, Current Position: Associate Professor of Marketing (with Tenure), University of California, Riverside, Initial Position: Assistant Professor of Marketing, University of California, Berkeley.
- * **Andrei Strijnev**, Ph.D. in Marketing, Washington University, Graduated July 2003, Current Position: Assistant Professor of Marketing, University of Texas at Dallas, Initial Position: SUNY-Buffalo (July 2003-June 2005).
- * **Qin Zhang**, Ph.D. in Marketing, Washington University; Graduated May 2002, Current Position: Assistant Professor of Marketing, University of Iowa, Initial Position: University of Texas at Dallas (July 2002-June 2009).

I have also served on the doctoral dissertation committees, although not as the primary thesis advisor, of the following students.

- * **Shuo Zhang**, Ph.D. in Economics, Washington University, Graduated May 2020.
- * **Tianxin Zou**, Ph.D. in Marketing, Washington University, Graduated May 2019, Current Position: Assistant Professor of Marketing, University of Florida, Gainesville.
- * **Bicheng Yang**, Ph.D. in Marketing, Washington University, Graduated May 2017, Current Position: Assistant Professor of Marketing, University of British Columbia.
- * **Taylor Bentley**, Ph.D. in Marketing, Washington University, Graduated May 2015, Current Position: Assistant Professor of Marketing, University of Texas, Austin.
- * **Fan Zhang**, Ph.D. in Marketing, Washington University, Graduated May 2015, Current Position: Economist, Amazon.com.
- * **Xing Zhang**, Ph.D. in Marketing, Washington University, Graduated May 2013, Current Position: Assistant Professor of Marketing, Fudan University, China.
- * **Chunhua Wu**, Ph.D. in Marketing, Washington University, Graduated May 2011, Current Position: Assistant Professor of Marketing, University of British Columbia, Canada.
- * **Li Wang**, Ph.D. in Marketing, Washington University, Graduated May 2012, Current Position: Assistant Professor of Marketing, Fudan University, China.
- * **A. Raman**, Ph.D. in Economics, Annamalai University, India, Graduated August 2001.

Associate Editor

- * Quantitative Marketing and Economics.

Editorial Board

- * Journal of Marketing Research.
- * Marketing Science.
- * Review of Marketing Science.

Ad-hoc Reviewer

- * Marketing/Business Journals: Management Science, Journal of Marketing (JM), International Journal of Research in Marketing (IJRM), Journal of Retailing (JR), Marketing Letters, Journal of Consumer Psychology (JCP), Journal of Business (JB), Journal of Business and Economic Statistics (JBES), International Journal of Forecasting, Manufacturing and Service Operations Management (MSOM), International Journal of the Economics of Business.
- * Economics Journals: Journal of Econometrics, Energy Economics.

Service

- * Director, Center for Analytics and Big Data (CABI), Olin Business School, 2015-
- * Director, Master of Science in Customer Analytics (MSCA), Olin Business School, 2014-
- * Member, Specialized Masters Programs Committee, 2014-
- * Member, Disciplinary Committee, 2014-
- * Chair, Marketing Area, Olin Business School, 2011-2014
- * Member, Omnibus Committee, Olin Business School, 2011-2014
- * Member, MBA Core Committee, Olin Business School, 2010-2014
- * Member, Faculty Committee for the MBA Program, Olin Business School, 2010-2014
- * Marketing Area Advisor, Ph.D. Program, Jones Graduate School of Management, 2008-2010.
- * Member, Committee on Teaching, Rice University, 2008-2010.
- * Faculty Advisor, Asian Business Students Association (ABSA), Jones Graduate School of Management, 2007-2010.
- * Member, Promotion and Tenure Committee, Jones Graduate School of Management, 2007-2010.
- * Member, Undergraduate Curriculum Committee, Rice University, 2007-2008.
- * Member, Dean's Advisory Council, Jones Graduate School of Management, 2007-2009.
- * Chair, Ph.D. Program Committee, Jones Graduate School of Management, 2006-2008.
- * Member, Dean's Advisory Council, Jones Graduate School of Management, 2005-2006.

- * Organizer, Marketing Seminar Series, Jones Graduate School of Management, Fall 2005.
- * Member, Faculty Research Committee, Jones Graduate School of Management, 2005.
- * Member, MBA Committee, Jones Graduate School of Management, 2004-2005.
- * Member, EMBA Committee, Jones Graduate School of Management, 2004-2005.
- * Organizer, Marketing Seminar Series, Jones Graduate School of Management, Spring 2005.
- * Organizer, Marketing Seminar Series, Olin School of Business, Spring 2004.
- * Organizer, Fall Recruiting Seminar Series, Olin School of Business, Fall 2003.
- * Organizer, Fall Recruiting Seminar Series, Olin School of Business, Fall 2002.
- * Organizer, Marketing Seminar Series, Olin School of Business, Spring 2002.
- * Organizer, Marketing Seminar Series, Olin School of Business, Spring 2001.
- * Organizer, Fall Recruiting Seminar Series, Olin School of Business, Fall 2001.
- * Member, BSBA Committee, Olin School of Business, 2000-2004.
- * Member, Disciplinary Committee, Olin School of Business, 1998-2000.
- * Organizer, Marketing Seminar Series, Olin School of Business, Spring 1999.

Honors

- * Invited Faculty Representative to the 28th Annual UH Doctoral Symposium, U of Houston, 2010.
- * Invited Faculty Representative to the 2010 AMA Sheth Doctoral Consortium, TCU.
- * Invited Faculty Representative to the 2009 AMA Sheth Doctoral Consortium, U of Georgia.
- * Invited Faculty Representative to the 2008 AMA Sheth Doctoral Consortium, U of Missouri.
- * Scholarship Excellence Award for 2007, Jones School of Management, Rice University.
- * Invited Faculty Representative to the 2007 AMA Sheth Doctoral Consortium, Arizona State U.
- * Invited Faculty Representative to the 2005 AMA Sheth Doctoral Consortium, U of Connecticut.
- * Invitational Young Scholars Conference, Park City, 2005.
- * AMA Doctoral Consortium, Cincinnati, 1997.
- * Summer Doctoral Fellowship, Nijenrode University, The Netherlands, 1995.

Member

- * American Marketing Association (AMA)
- * Institute for Operations Research and Management Sciences (INFORMS)
- * American Statistical Association (ASA)

Media Mentions

- * Quoted in an article on Facebook and the Cambridge Analytica data breach on *St. Louis Today* on March 30, 2018.
- * Quoted in an article on my research on store loyalty in *Bloomberg News* on February 13, 2018.
- * Quoted in an article on my research on store loyalty in *Phoenix Business Journal* on February 12, 2018.
- * Quoted in an article on my research on store loyalty in *Supermarket News* on February 3, 2018.
- * Interviewed on Procter & Gamble by “*It’s Your Biz*” Radio Show on February 6, 2012.
- * Quoted in an article on Procter & Gamble in *The Economic Times* on February 4, 2012.
- * Interviewed on Superbowl Advertising by *Fox 2 Television News* on February 2, 2012.
- * Quoted in an article on Superbowl Advertising in *Fox Business* on January 30, 2012.
- * Quoted in an article on Superbowl Advertising in *Business News Daily* on January 30, 2012.
- * Quoted in an article on Marketing Trends for 2012 in *Management Issues* on January 3, 2012.
- * Quoted in an article on Groupon in *Time’s Moneyland* section on June 17, 2011.
- * Quoted in an article on Groupon in *Baltimore Sun* on June 17, 2011.
- * Quoted in an article on Groupon in *Usagnet* on June 17, 2011.
- * Quoted in an article on Groupon in *ScienceBlog* on June 17, 2011.
- * Quoted in an article on Groupon in *contact.com* on June 17, 2011.
- * Interviewed on the Ron Insana Syndicated Radio Show about the *New York Times* Pay wall on March 29, 2011.
- * Quoted in an article on business adoption of new technologies in the *Houston Chronicle* on December 1, 2007.
- * Quoted in an article on pricing at theme parks in the *Business Week* on October 7, 2007.
- * Quoted in an article on retail gasoline pricing in the *Vancouver Sun* on May 18, 2007.
- * Quoted in an article on soda pop branding in the *Columbia Daily Tribune* on September 15, 2002.

Personal Interests

- * Movies, Traveling, Listening to Ilaiyaraja’s Musical Compositions.

Family

- * Married to Gayathri, and have an 18-year old daughter, Aditi, and a 13-year old son, Satvik.