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Tepper School of Business
Carnegie Mellon University
Pittsburgh, PA 15213.
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EDUCATION:

Ph.D. (Management)
Anderson Graduate School of Management
University of California, Los Angeles

MBA (Marketing/ Finance)
XLRI, Jamshedpur, India
Gold Medalist

Bachelor of Engineering
University of Madras, India

EXPERIENCE:

H.J. Heinz II Professor of Management, Marketing and
Business Technologies, 1999-
Tepper School of Business
Carnegie Mellon University

Professor of Management (Courtesy Appointment),
School of Information Systems and Management
Heinz College
Carnegie Mellon University

Rohet Tolani Distinguished Professor of International Business
First recipient of the term chair from 2009-2014
Carnegie Mellon University

Visiting Professor of Marketing
Graduate School of Business
Stanford University, Winter 1999

Professor of Industrial Administration
Graduate School of Industrial Administration
Carnegie Mellon University, July 1995

Visiting Associate Professor of Marketing
Graduate School of Business
University of Chicago, January-June 1994

Associate Professor of Industrial Administration
Graduate School of Industrial Administration
Carnegie Mellon University, since 1992

Assistant Professor of Industrial Administration
Graduate School of Industrial Administration
Carnegie Mellon University, 1986-1992

Brand Manager/Management Trainee, 1980-1982
Procter and Gamble (India)
Responsible for the largest brand accounting for
60% of corporate sales.

HONORS AND AWARDS:

FELLOW

Elected as Fellow, INFORMS Society of Marketing Science, 2013 for lifetime contributions.

Career Award. Paul D. Converse Award by the American Marketing Association for outstanding contributions to the field. The award is across all sub-areas of the field.

RESEARCH

Winner (2023), Paul Green Award for the best paper published in the top journal Journal of Marketing Research in 2022, Z. Shi, X. Liu and K. Srinivasan Kannan Srinivasan, "Hype News Diffusion and Risk of Misinformation: The Oz Effect in Healthcare."

Finalist, Long-term Impact Award (2023) for the paper Liu, X. P. Singh and K. Srinivasan (2016), "Structured Analysis of Unstructured Big Data Leveraging Cloud Computing." Marketing Science.

Finalist, John D.C. Little Award, awarded to the best marketing paper published in Marketing Science, Management Science, or another INFORMS journal, 2021. Zhang, Shunyuan, Nitin Mehta, Param Singh, and Kannan Srinivasan (September–October 2021), "Frontiers: Can an AI Algorithm Mitigate Racial Economic Inequality? An Analysis in the Context of Airbnb," Marketing Science, Vol. 40, No. 5.

Finalist, John D.C. Little Award awarded to the best marketing paper published in Marketing Science, Management Science, or another INFORMS journal, 2019. Hui Li, Kannan Srinivasan (2019), "Competitive Dynamics in the Sharing Economy: An Analysis in the Context of Airbnb and Hotels," Marketing Science (Lead Article), Vol. 38, No. 3, 365-391.

Finalist, John D. Little Best Paper Award for the paper, "Predicting Online Purchase Conversion Using Web Path Analysis," Marketing Science, (2004). (Award given by The College of Marketing of The Institute of Management Sciences for the best paper in Management Science and Marketing Science.)

Finalist, John D. Little Best Paper Award for the paper, "Multiple Market Entry, Cost Signalling and Entry Deterrence," Management Science, 1991. (Award given by The College of Marketing of The Institute of Management Sciences for the best paper in Management Science and Marketing Science.)

Runner up, William Davidson Best Paper Award for the paper, "Investigation of Consumers' Price Sensitivity Across Multiple Product Categories: An Empirical Generalization," 1999. (Award given by the Journal of Retailing.)

Finalist, ISMS Long Term Impact Award 2012 for the paper, "Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation," Marketing Science, 2003, Vol. 22, No. 1, 58-84.

Finalist, ISMS Long Term Impact Award 2011, "Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation," Marketing Science, 2003, Vol. 22, No. 1, 58-84.

Identified by a Temple University Analysis as one of the top publishers in the four leading Marketing Journals during the past ten years (2021).

"Wider Product Line: A Necessity to Achieve Success?," Management Science, 1990. Ranked as one of the ten most cited marketing articles published in the journal. Reported by the Departmental Editor, 2005.

"Modeling Multiple Sources of Unobserved Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues," Marketing Science, 1993. Ranked as one of the top five most cited articles published in the journal. Reported by the Editor, 2002.

KEY PROFESSIONAL RESPONSIBILITIES

President Elect, INFORMS Society on Marketing Science (2010-2011).

President, INFORMS Society on Marketing Science (2012-2013).

Past President, INFORMS Society on Marketing Science (2014-2015).

Chair, Selection Committee for Marketing Science Editor (2018).

Chair, Selection Committee for Marketing Science Editor (2015).

Member, Selection Committee for Marketing Science Editor (2010).

Member, Review Committee for Marketing Science Editor (2013).

Co-Chair, SICS Conference, University of California, Berkeley 2011.

Member, Fellows of Informs Society of Marketing Science Selection Committee 2013.

Member, Fellows of Informs Society of Marketing Science Selection Committee 2014.

TEACHING

Nominated for the George Leland Bach Teaching Award for the best teacher in GSIA. 1991, 1993, 1995, 1996 and 2004. Cited in *Business Week*, "Guide to Business Schools," (1994) for excellence in teaching.

Ph.D.

AMA Doctoral Consortium Fellow.
Gladys Byram Scholarship.

M.B.A.

Imperial Chemical Industries (UK/India) Gold Medal for highest G.P.A. in M.B.A. program.
Merit Scholarship for academic performance.

B.S.

State Award for the Final Year Project.

TEACHING

Courses Taught

- Marketing Management (MBA, Undergraduate)
- Product Management
- Pricing
- New Product Management
- Marketing Models
- Design, Manufacturing and Marketing of New Products

Teaching: Executive Programs

- E-Commerce Program – McKinsey & Co.
- E-Business Awareness – PricewaterhouseCoopers
- E-Commerce Program – United Technologies
- General Management Program, GSIA
- “World Class Manufacturing,” India
- “An Enterprise View of Manufacturing”, in collaboration with ITESM, Mexico
- “Manufacturing: An Integrated Perspective,” GSIA

RESEARCH

Research in progress. Papers under review and working papers.

- (1) Derdenger, T. and K. Srinivasan (2021). “Funding of Innovative Products: Early Investor Preferences.” Working paper.
- (2) Liying, Q., Y. Huang, P.V. Singh, K. Srinivasan. “Product Rankings and Algorithmic Price Collusion.” Under first revision, Marketing Science.
- (3) Serim Hwang, Xiao Liu, and Kannan Srinivasan (2022). “Voice Analytics of Online Influencers-Soft Selling in Branded Videos.” Working paper.
- (4) Berbeglia, F., T. Derdenger, K. Srinivasan and J. Xu (2021). “Strategic Implications of Binge Consumption in Entertainment Goods.” Working paper.
- (5) S. Zhang, N. Mehta, P.V. Singh and K. Srinivasan (2023). “Can a Low-Quality Picture Increase Airbnb Demand.” Under first revision, Marketing Science.
- (6) Mohammadi, B., N. Malik, T. Derdenger and K. Srinivasan (2022). “Regulating eXplainable AI (XAI) May Harm Consumers.” Under minor revision, Marketing Science.
- (7) Feng, F., X. Liu, S. Zhang, K. Srinivasan, and C. Lamberton (2022). “Beyond a Pretty Face: An AI Method to Score Celebrity Visual Potential.” Under third revision, Journal of Marketing Research.

- (8) Yuan, Y., X. Liu, K. Srinivasan, and S. Zhang (2023). "Bias in the Metaverse: Gender and Racial Price Disparities in the NFT Marketplace." Under the second review, International Journal of Research in Marketing.
- (9) Zhang, S., E. Friedman, X. Zhang, K. Srinivasan and R. Dhar (2022). "Serving with a Smile on Airbnb: Analyzing the Economic Returns and Behavioral Underpinnings of the Host's Smile." Under third review, Journal of Consumer Research.
- (10) Serim, H., X. Liu and K. Srinivasan (2024). "The Metaverse is Near: The Impact of Virtual Influencers on Human Influencers." Under review, Management Science.
- (11) Fu, R., Y. Huang, N. Mehta, P.V. Singh and K. Srinivasan (2024). "Unequal Impact of Zestimate on the Housing Market." Under second review, Marketing Science.
- (12) Qiu, L., P.V. Singh, and K. Srinivasan (2024). "How Much Should We Trust LLM for Risk Preference Elicitation." Working paper.

RESEARCH PUBLICATIONS IN REFEREED JOURNALS

Note: All manuscripts listed here have undergone anonymous peer review of the complete manuscript prior to acceptance.

- (1) Kekre S. and K. Srinivasan (1990). "Broader Product Line: A Necessity to Achieve Success?," Management Science, November. Ranked as one of the ten most cited marketing articles published in the journal. Reported by the Departmental Editor, 2005.
- (2) Srinivasan, K. (1991). "Multiple Market Entry, Cost Signaling and Entry Deterrence," Management Science, December.
- (3) Gonul, F. and K. Srinivasan (1993). "Modeling Multiple Sources of Unobserved Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues," Marketing Science, Vol. 12, No. 3. Ranked as one of the top five most cited articles published in the journal. Reported by the Editor, 2002.
- (4) Gonul, F. and K. Srinivasan (1993). "Consumer Purchase Behavior in a Frequently Bought Product Category: Estimation Issues and Managerial Insights from a Hazard Function Model with Heterogeneity," Journal of the American Statistical Association, Vol. 4.
- (5) B.P.S. Murthi, K. Srinivasan and P. Tadikamalla (1993). "Robustness of NBD and Alternatives to Heterogeneity Assumption: A Simulation Study." Communications in Statistics: Simulation and Computation, Vol. 22, No. 2, 399-420.
- (6) S. Datar, S. Kekre, T. Mukopadhyay and K. Srinivasan (1993). "Simultaneous Cost Engineering and Managing Complexity," The Accounting Review, Vol. 68, No. 3.

- (7) Srinivasan, K., S. Kekre and T. Mukhopadhyay (1994). "Impact of Electronic Data Interchange on JIT Shipments," Management Science, July.
- (8) Balachander, S. and K. Srinivasan (1994). "Selection of Product Line Qualities and Prices to Signal Competitive Advantage," Management Science, July.
- (9) Kekre, S., K. Srinivasan and V. Udhaybhanu (1993). "Flexible versus Dedicated Service Facilities: Mix and Capacity Considerations," American Journal of Mathematical and Management Sciences.
- (10) Kekre, S., Krishnan, M.S. and Srinivasan, K. (1995). "Drivers of Customer Satisfaction for Software Products: Implications for New Products Design and Service Support," Management Science, Vol. 49, No.9, 1456-1470.
- (11) Datar, S., Jordan, C., Kekre, S., Rajiv, S. and K. Srinivasan (1997). "New Product Development Structures and Time to Market Industries," Management Science, April, 452-464.
- (12) Desai, P. and K. Srinivasan (1995). "Demand Signalling Under Unobservable Effort in Franchising: Linear and Non-Linear Price Contracts," Management Science, Vol. 41, 1608-1623.
- (13) Sridhar Moorthy and K. Srinivasan (1995). "Signalling Quality with Money Back-Guarantees: The Role of Transaction Costs," Marketing Science, Vol. 14, No. 4, 442-466.
- (14) Kekre, S., B.P.S. Murthi and K. Srinivasan (1995). "Operations Decisions, Supplier Availability and Quality," Journal of Operations Management.
- (15) Datar, S., C. Jordan, S. Kekre, S. Rajiv and K. Srinivasan (1996). "New Product Development Structures," Journal of Product Innovation and Management, Vol. 13, No. 4.
- (16) Gonul, F. and K. Srinivasan (1996). "Estimation of the Impact of Consumer Expectations on Purchase Behavior: A Dynamic Structural Model," Marketing Science, Vol. 15, No. 3.
- (17) Murthi, B.P.S., K. Srinivasan and G. Kalyanaram (1996). "Controlling for and Unobserved Managerial Skills in Determining First-Mover Market Share Advantage," Journal of Marketing Research, Vol. 23, August.
- (18) Mukhopadhyay, T., S. Rajiv and K. Srinivasan (1997). "Impact of Information Technology on Productivity," Management Science, Vol. 43, No. 12.
- (19) Gonul, F. and K. Srinivasan (1997). "A Dynamic Model of Consumer Brand Choice Decisions: A Competing Risks Structure with Heterogeneity Specification," Journal of Retailing and Consumer Services, Vol. 4, No. 3.
- (20) De Sarbo, et al. (1997). "Models for Representing Heterogeneity in Consumer Response Models," Marketing Letters.

- (21) Datar, S., C. Jordan, S. Kekre, S. Rajiv and K. Srinivasan (1997). "Advantages of Time-Based New Product Development in a Fast-Cycle Industry," Journal of Marketing Research, February, 36-49.
- (22) Desai, P. and K. Srinivasan (1996). "Aggregate Pricing for Multiple Products in Franchising," Journal of Retailing, Vol. 72, No. 4, 357-82.
- (23) Padmanabhan, V., S. Rajiv and K. Srinivasan (1997). "New Products, Upgrades and New Releases: Product Introduction Strategy to Signal Network Externality," Journal of Marketing Research.
- (24) Balachander, S. and K. Srinivasan (1998). "Modifying Consumer Expectations for a New Product," Management Science, Vol. 44, No. 6, 776-786.
- (25) Murthi, B.P.S. and K. Srinivasan (1998). "Performance of the Integrated Random Coefficients Covariance Probit Model: A Simulation and An Empirical Study," International Journal of Research in Marketing, Vol. 15, 137-156.
- (26) Balachander, S. and K. Srinivasan (1999). "Quantity Discounts and Channel Profit Maximization: The Case of Heterogeneous Retailers," Marketing Letters.
- (27) Murthi, B.P.S. and K. Srinivasan (1999). "A Study of Consumer's Extent of Evaluation in Brand Choice: A Multi-state Evaluation Choice Model," Journal of Business, Vol. 72, No. 2, 229-256.
- (28) Kalra, A., S. Rajiv and K. Srinivasan (1998). "Response to Competitive Entry: A Rationale for Delayed Reaction," Marketing Science, Vol. 17, No. 4, 380-405.
- (29) Kim, Byung-Do, K. Srinivasan and R. Wilcox (1999). "Investigation of Consumers' Price Sensitivity Across Multiple Product Categories: An Empirical Generalization," Journal of Retailing, Vol. 75, No. 2, 172-193.
- (30) Desai, Preyas, S. Kekre, S. Radhakrishnan, K. Srinivasan (2001). "Product Differentiation and Commonality in Design: Balancing Revenue and Cost Drivers," Management Science, Vol. 47, No. 1, 37-51.
- (31) Carter, F., F. Gonul and K. Srinivasan (2001). "Promotion of Prescription Drugs and Its Impact on Physician's Choice Behavior," Journal of Marketing, Vol. 65, No. 3, 79-90.
- (32) Kim, Byung-Do, M. Shi and K. Srinivasan (2001). "Reward Programs and Tacit Price Collusion," Marketing Science, Vol. 2, No 2, (Lead Article).
- (33) A. Kalra, M. Shi and K. Srinivasan (2003). "Salesforce Compensation Schemes and Consumer Inferences," Management Science.
- (34) Mehta, N, S. Rajiv and K. Srinivasan (2003). "Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation," Marketing Science.

- (35) Kim, Byung-Do, M. Shi and K. Srinivasan (2004). "Collusion Through Capacity Reduction: A Rationale for Reward Programs," Management Science, Vol. 50, No 4.
- (36) B. Sun, S. Neslin and K. Srinivasan (2004). "Measuring the Impact of Promotions on Brand Switching Under Rational Consumer Behavior," Journal of Marketing Research.
- (37) Bajaj, A, S. Kekre and K. Srinivasan (2004). "Managing New Product Development: Managing Cost and Time to Market," Management Science, Vol. 50, No. 4.
- (38) Mehta, N., Rajiv S., and K. Srinivasan (2004). "Recall of Taste Preferences and Consumer Variety Seeking Behavior," Quantitative Marketing and Economics
- (39) Li, S., A. Montgomery, K. Srinivasan and J. Lichty (2004). "Predicting Online Purchase Conversion Using Web Path Analysis," Marketing Science.
- (40) T. Ackura and K. Srinivasan (2005). "Modeling Business on Information-Intensive Environments," Management Science.
- (41) Dukes, A., Gal-Or, Esther and K. Srinivasan (2006). "Channel Bargaining with Retailer Asymmetry," Journal of Marketing Research.
- (42) Erdem et al. (2007). "Theory Driven Choice Models," Marketing Letters.
- (43) Srinivasan, K. (2007). "Empirical Analysis of Theory-Based Models in Marketing – A Comment on, "Structural Modeling in Marketing: Review and Assessment," Marketing Science.
- (44) Geylani, T., A. Dukes, A. and K. Srinivasan (2007). "Strategic Manufacturer Response to a Dominant Retailer," Marketing Science.
- (45) Wang, X., A. Montgomery and K. Srinivasan (2008). "When Auction Meets Fixed Price: A Theoretical and Empirical Examination of Buy-It-Now Auctions," Quantitative Marketing and Economics.
- (46) Dukes, Geylani and Srinivasan (2009). "Strategic Assortment Reduction," Marketing Science.
- (47) Li, Shibo, K. Srinivasan and Sun (2009). "The Role of Internet Auction Features on the "Lemons" Problem: An Empirical Study," Journal of Marketing.
- (48) Goic, M., K. Jerath and K. Srinivasan (2010). "Cross Market Discounts," Marketing Science.
- (49) Dukes, A., T. Geylani, R. Luchs and K. Srinivasan (2010). "The End of the Robinson-Patman Act? Evidence from Case Data," Management Science.
- (50) Srinivasan, K. and X. Wang (2010). "Bidders' Experience and Learning in Online Auctions: Issues and Implications," Marketing Science.

- (51) Jerath, K., L. Ma, Y. Park and K. Srinivasan (2011). "A Position Paradox in Sponsored Search Auctions," Marketing Science.
- (52) V. Kumar, B. Gordon and K. Srinivasan (2011). "Product Strategy Under Open Source," Marketing Science.
- (53) Jerath, K., B. Jiang and K. Srinivasan (2011). "Firm Strategies in the "Mid Tail" of Platform-Based Retailing," Marketing Science.
- (54) Chung, K., T. Derdenger and K. Srinivasan (2013). "Economic Value of Celebrity Endorsements," Marketing Science.
- (55) Chintagunta, P., D. Hanssens, J. Hauser, J. Raju, K. Srinivasan and R. Staelin (2012). "Marketing Science: A Strategic Review," Marketing Science, a non-peer-reviewed editorial.
- (56) Yan, H., P. Singh and K. Srinivasan (2014). "Crowdsourcing New Product Ideas Under Consumer Learning," Management Science, September.
- (57) Sayedi, A., K. Jerath and K. Srinivasan (2014). "Competitive Poaching in Sponsored Search Advertising and Its Strategic Impact on Traditional Advertising," Marketing Science.
- (58) Ni, J., B. Jiang and K. Srinivasan (2014). "Signaling through Pricing by Service Providers with Social Preferences," Marketing Science.
- (59) Fader, Peter S., et al. (2014). "Report of the Marketing Science Editorial Committee," Marketing Science, non-peer-reviewed editorial.
- (60) Ni, J. and K. Srinivasan (2015). "Upstream Channel Management in the Emerging Market - A Matching Model and Empirical Analysis," Marketing Science.
- (61) Kumar, V. and K. Srinivasan (2015). Commentary on "Predicting Customer Value using Clumpiness," Marketing Science.
- (62) Jiang, B. and K. Srinivasan (2016). "Pricing and Persuasive Advertising in a Differentiated Market," Marketing Letters.
- (63) Liu, X. P. Singh and K. Srinivasan (2016). "Structured Analysis of Unstructured Big Data Leveraging Cloud Computing," Marketing Science.
- (64) Ni, J., N. Mehta, K. Srinivasan and B. Sun (2017). "A Dynamic Model of Healthcare Consumption and Health Insurance Purchase," Marketing Science.
- (65) Derdenger, T, H. Li and K. Srinivasan (2017). "Firms' Strategic Leverage of Unplanned Exposure: An Analysis in the Context of Celebrity Endorsements," Journal of Marketing Research.
- (66) Liu, X., A. Montgomery and K. Srinivasan (2018). "Optimizing Bank Overdraft Fees Leveraging Big Data," Marketing Science, (Lead Article).

- (67) June, S., K. Srinivasan and K. Zhang (2018). "Product Line Design under Network Externalities: On the Optimality of Freemium," Marketing Science.
- (68) Li, H. and K. Srinivasan (2018). "Competitive Dynamics in the Sharing Economy: An Analysis in the Context of Airbnb and Hotels," Marketing Science, (Lead Article).
- (69) Liu, X., D. Lee and K. Srinivasan (2019). "Large-Scale Cross-Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning," Journal of Marketing Research.
- (70) Dukes, A., T. Geylani and K. Srinivasan (2019). "Consumption Trends and the Warehouse Club Retail Format," Managerial and Decision Economics.
- (71) Yu, F., M. Anseri, P.V. Singh and K. Srinivasan (2021). "'Un' Fair Machine Learning Algorithms," Management Science.
- (72) Despotakis, S., R. Ravi and K. Srinivasan (2020). "Beneficial Effects of Ad Blockers," Management Science.
- (73) Zhang, S., N. Mehta, P. Singh and K. Srinivasan (2021). "Can an AI Algorithm Mitigate Racial Economic Inequality? An Analysis in the Context of Airbnb," Marketing Science, (Lead Article).
- (74) Zijun (June) Shi, Xiao Liu, Kannan Srinivasan (2021). "Hype News Diffusion and Risk of Misinformation: The Oz Effect in Healthcare," Journal of Marketing Research.
- (75) Zhang, Shunyuan, Nitin Mehta, Param Singh, and Kannan Srinivasan (2021). "Frontiers: Can an AI Algorithm Mitigate Racial Economic Inequality? An Analysis in the Context of Airbnb," Marketing Science, Vol. 40, No. 5 (September–October), 813–820.
- (76) Zhang, Shunyuan, Kannan Srinivasan, Param Singh, and Nitin Mehta (2021). "AI Can Help Address Inequity—If Companies Earn Users' Trust." Harvard Business Review Digital Articles, (September 17, 2021).
- (77) Zhang, Shunyuan, Dokyun Lee, Param Singh, and Kannan Srinivasan (2022). "What Makes a Good Image? Airbnb Demand Analytics Leveraging Interpretable Image Features," Management Science.
- (78) Malik, N., M. Aseri, P.V. Singh and K. Srinivasan (2022). "Why Bitcoin will Fail to Scale," Management Science.
- (79) Kim, Y., H. Li and K. Srinivasan (2022). "Market Shifts in A Sharing Economy: The Impact of Airbnb on Housing Rentals," Management Science.
- (80) Zijun Shi, Kannan Srinivasan and Kaifu Zhang (2023). "Design of Platform Reputation Systems: Optimal Information Disclosure," Marketing Science.

- (81) Zijun Shi, Xiao Liu, Dokyun Lee and Kannan Srinivasan (2023). "Does Fast Fashion Increase the Demand for Premium Brands? A Structural Analysis," Journal of Marketing Research.
- (82) Zhang, Shunyuan, Kaiquan Xu, and Kannan Srinivasan (2023). "Unmasking Behaviors During the Pandemic with Video Analytics," Marketing Science.
- (83) N. Malik, P. Singh, D. Lee and K. Srinivasan (2023). "When does Beauty Pay? A Dynamic Analysis of Field Data," forthcoming, Information Systems Research.
- (84) Zhou, Mi, Vibhanshu Abhishek, Edward H. Kennedy, Kannan Srinivasan, Ritwik Sinha (2023). "Linking Clicks to Bricks: Understanding the Effects of Email Advertising on Omnichannel Sales," forthcoming, Information Systems Research
- (85) Sarim H., X. Liu, S. Zhang, and K. Srinivasan (Forthcoming). "Should You Hire a Virtual Influencer?," Harvard Business Review.

REFEREED PROCEEDINGS, BOOK CHAPTERS AND OTHER PUBLICATIONS.

- (86) Jordan, C., S. Kekre and K. Srinivasan (1994). "New Product Development Structures," Proceedings of the International Development Management Conference, European Institute for Advanced Studies in Management.
- (87) "A Wider Product Line: A Necessity to Achieve Success?" An abstracted version of the paper published in the Journal of Product Innovation and Management, (1992), Vol. 2.
- (88) Krishnan et al (1998). "Cost Quality and Customer Satisfaction of Software Products: A Field Study," Book Chapter, Harvard Business School Press.
- (89) Kekre et al. (1998). "Modeling Impacts of Electronic Data Technology," Quantitative Models for Supply Chain Management," edited by Tayur, Ganesh and Magazine, 361-379.
- (90) Montgomery, A. L. and K. Srinivasan (2003). "Learning About Customers Without Asking," Nirmal Pal and Arvind Rangaswamy (eds). *The Power of One – Leverage Value from Personalization Technologies*.
- (91) Bajaj, A., S. Kekre and K. Srinivasan (2003). "Levers for Improving New Product Development Time and Financial Performance," Jehosua Eliashberg, editor.
- (92) Dukes, A., T. Geylani, R. Lutz and K. Srinivasan (2009). "Robinson-Patman and Its Implications: An Empirical Analysis," Marketing Science Institute (MSI) Special Report.
- (93) Yan Huang, Param Vir Singh, and Kannan Srinivasan (2011). Crowdsourcing Blockbuster Ideas: A Dynamic Structural Model of Ideation, Proceedings of the Conference of Information Systems and Technology, Charlotte 2011.

- (94) Yingda Lu, Param Vir Singh, and Kannan Srinivasan (2011). "How to Retain Smart Customers in Crowdsourcing Efforts? A Dynamic Structural Analysis of Crowdsourcing Customer Support and Ideation," Proceedings of the Conference of Information Systems and Technology, Charlotte 2011.
- (95) Yan Huang, Param Vir Singh, and Kannan Srinivasan (2011). "Crowdsourcing Blockbuster Ideas: A Dynamic Structural Model of Ideation," Proceedings of the International Conference of Information Systems, Saint Louis 2011.
- (96) Yingda Lu, Param Vir Singh, Kannan Srinivasan (2011). "How to Retain Smart Customers in Crowdsourcing Efforts? A Dynamic Structural Analysis of Crowdsourcing Customer Support and Ideation," Proceedings of the Workshop on Information Systems and Technology, Shanghai 2011.
- (97) Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (2016). "How Much Is an Image Worth? An Empirical Analysis of Property's Image Aesthetic Quality on Demand at AirBNB," Proceeding of the International Conference in Information Systems, Dublin, Ireland.
- (98) Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (2016). "Image Feature Extraction and Demand Estimation on Airbnb: A Deep Learning Approach," Proceedings of the Workshop on Information Systems and Economics, Dublin, Ireland.
- (99) Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan (2016). "Professional versus Amateur Images: Investigating Differential Impact on Airbnb Property Demand," Proceedings of the Conference on Information Systems and Technology, Nashville, TN.
- (100) Xiao Liu, Dokyun Lee, and Kannan Srinivasan (2018). "Deep Learning of Consumer Review Content," The Workshops of the Thirty-Second AAAI Conference on Artificial Intelligence.
- (101) Feng, Flora, Shunyuan Zhang, and Kannan Srinivasan (2023). "Marketing Through the Machine's Eyes: Image Analytics and Interpretability." In Review of Marketing Research, Emerald Publishing Limited.

PROJECTS, STUDIES AND CONSULTING ASSIGNMENTS

- Kodak
- Apple
- Calgon Carbon
- Cibavision
- IKEA Furniture
- ICICI Ventures
- Fujitsu
- General Motors
- Chrysler
- IBM
- PricewaterhouseCoopers
- Wipro

GRANTS

Total Number of Key Participants in the Project Team is given in parenthesis.
Funds were used primarily for project related expenses such as data collection expenses, research assistant ships, hardware, software and occasionally, summer support.

- | | |
|---|-----------|
| • AIAG Group. 1990.
Co-Principal Investigator. (3) | \$50,000 |
| • Sloan-Stanford Foundation. 1993.
Co-Principal Investigator. (4) | \$150,000 |
| • USPS. 1990-1993
Co-Principal Investigator. (3) | \$315,000 |
| • NSF Grant. Management of Green Products.
Co-Principal Investigator. (3) | \$200,000 |
| • eBI Center and Emma Project | \$650,000 |
| • Co-Director of Executive Programs,
PricewaterhouseCoopers | \$650,000 |
| • Co-Director of Executive Program, Transactions
Group PricewaterhouseCoopers | \$125,000 |
| • Heinz PwC Center Project | \$150,000 |
| • PNC Center Project | \$200,000 |
| • Research Proposal and Design Team, LARC
Center (CMU/Singapore Management University) | |

PROFESSIONAL ACTIVITIES

EXTERNAL REVIEWER FOR PROGRAMS

- Columbia University, Marketing Area Review, 2012.
- University of California, Berkeley, Marketing Area Review 2013.
- New York University, Marketing Area Review 2014.
- MIT, Review of Doctoral Program, 2017.
- Duke, Review of Doctoral Program, 2019.

EDITORIAL RESPONSIBILITIES

- Associate Editor, Marketing, Management Science.
- Associate Editor, Operations and Supply Chain Management, Management Science.
- Area Editor, Marketing Science.
- Co- Editor-in-Chief, Special Issue on Marketing in Emerging Markets, Marketing Science.
- Associate Editor, Special Issue on Product Design, Management Science.
- Associate Editor, Special Issue on Marketing and Operations Interfaces, Management Science.
- Member, Senior Advisory Board to the Editor, Marketing Science.
- Member, Editorial Board, Marketing Science.
- Member, Editorial Board, Journal of Marketing Research.
- Associate Editor, Quantitative Marketing and Economics.

REVIEWER

- Management Science
- Marketing Science
- Journal of Marketing Research
- Journal of the American Statistical Association
- Operations Research
- Journal of Economics & Management Strategy

- Journal of Business Economics and Statistics
- Journal of Production and Operations Management
- Journal of Political Economy
- International Journal of Research in Marketing
- Information Systems Research

PROFESSIONAL MEMBERSHIP

- The American Marketing Association
- Informs Society for Marketing Science

INVITED CAMPUS TALKS

Marketing

- Carnegie Mellon University, Qatar, Distinguished Scholar Seminar (2014)
- Cheung Kong Graduate School of Business, Conference Co-Chair (2009)
- Cornell University
- Columbia University (Research Camp)
- Dartmouth College
- Emory University (Doctoral Consortium, 2005)
- Harvard University
- John Hopkins University (Doctoral Consortium 2015)
- National University of Singapore (Doctoral Consortium 2007)
- New York University (Doctoral Consortium 2019)
- Northwestern University (Doctoral Consortium 2014)
- Ozyegin University, Istanbul, Turkey (Doctoral Consortium 2013)
- Stanford University (Research Camp 2006)
- Stanford University, 2009.
- The University of Chicago
- The University of Chicago (2011)
- Texas A & M University (Doctoral Consortium, Summer 2004)
- University of California, Los Angeles (Research Camp)
- University of California, Berkeley
- University of Boulder at Colorado (Choice Symposium Chair, Summer 2004)
- University of Florida, Gainesville
- University of Maryland (AMA Doctoral Consortium, 2006)
- University of Michigan, Ann Arbor
- University of Michigan, Ann Arbor (Doctoral Consortium, 2009)
- University of Michigan, Ann Arbor (Doctoral Consortium, 2013)
- University of Minnesota (Doctoral Consortium)
- University of Pittsburgh
- University of Pittsburgh (Marketing Science Doctoral Consortium, 2006)
- University of Pennsylvania, The Wharton School
- University of Rochester
- University of Rotterdam (Invited Doctoral Consortium, Summer 2004)
- University of Southern California (Doctoral Consortium)

- University of Toronto
- Yale University
- Yale University (2006)
- Yale University (2008)
- Washington University in St. Louis (1996, Spring 03)

Manufacturing

- MIT Summer Camp in Operations Management. 1991, 1993.
- MIT - Stanford Summer Camp in Operations Management. 1992.

PH.D. DISSERTATION: CHAIRPERSON

1. Preyas Desai
Spencer R. Hassell Professor of Business Administration
Editor-in-Chief, Marketing Science, 2010-2015
Fuqua School of Business
Duke University
Initial Placement – Assistant Professor of Marketing, Purdue University
2. B.P.S. Murthi
Professor of Marketing
Naveen Jindal School of Management
The University of Texas at Dallas
Initial Placement – Assistant Professor of Marketing, University of Texas at Dallas
3. Surendra Rajiv (Deceased)
Provost Chair Professor of Marketing
National University of Singapore
Singapore
Initial Placement – Assistant Professor of Marketing, The University of Chicago
4. Srinivas Prakhya
Professor of Marketing
Indian Institute of Management
Bangalore, India
Initial Placement – Assistant Professor of Marketing, IIM Bangalore
5. Mengze Shi
Professor of Marketing
Rotman School of Management
University of Toronto
Toronto
Initial Placement – Assistant Professor of Marketing, University of Toronto
6. Tolga Ackura
Professor of Marketing
Ozygein University
Turkey
Initial Placement – Assistant Professor of Marketing, Purdue University

7. Nitin Mehta
Professor of Marketing
University of Toronto
Toronto
Initial Placement – Assistant Professor of Marketing, University of Toronto
8. Shibo Li
John R. Gibbs Professor and Professor of Marketing
Kelley School of Business
Indiana University
Initial Placement - Assistant Professor of Marketing, Indiana University

Howard/ AMA Doctoral Dissertation Award for Best Dissertation
9. Xin Wang
Assistant Professor of Marketing
Brandeis International Business School
Brandeis University
10. Brett Gordon
Associate Professor of Marketing
Kellogg School of Management
Northwestern University
Initial Placement – Assistant Professor of Marketing, Columbia University
11. Tao Chen
Assistant Professor of Marketing
Johns Hopkins University
Initial Placement – Assistant Professor, University of Maryland
12. Sameer Mathur
Associate Professor
Indian Institute of Management, Lucknow
India
Initial Placement – Assistant Professor of Marketing, IIM Lucknow
13. Jian Ni
Associate Professor in the Research Track
The John Hopkins Carey School of Business
Johns Hopkins University
Initial Placement – Assistant Professor, Johns Hopkins University
14. Vineet Kumar
Assistant Professor of Marketing
Yale School of Management, Yale University
Initial Placement – Assistant Professor, Harvard University
15. Baojun Jiang
Associate Professor of Marketing
Olin School of Management
Washington University at St. Louis

Initial Placement - Assistant Professor, Washington University

16. Liye Ma
Robert H. Smith School of Business
Associate Professor of Marketing
University of Maryland
Initial Placement – Assistant Professor, University of Maryland
17. Kevin Chung
Assistant Professor of Marketing
University of Wisconsin
Madison, Wisconsin
Initial Placement – Assistant Professor, University of Wisconsin
18. Yan Huang
Associate Professor of Business Technologies
Tepper School of Business
Carnegie Mellon University
Initial Placement – Assistant Professor, University of Michigan

INFORMS Information Systems Society Nunamaker-Chen Dissertation Award 2014.

19. Xiao Liu
Assistant Professor of Marketing
Stern School of Business
New York University
Initial Placement – Assistant Professor, New York University
- Marketing Science Institute Dissertation Proposal Award. 2014*
Inform Society of Marketing Science Dissertation Award. 2014

20. Zijuns Shi
Assistant Professor of Marketing (Fall 2019)
HKUST
HongKong

21. Shunyuan Zhang
Assistant Professor of Marketing (Fall 2019)
Harvard Business School
Harvard University
Boston, MA

22. Nikhil Mallik
Assistant Professor of Marketing (Fall 2021)
Marshall School of Business
University of Southern California

23. Qiacho Chu
Assistant Professor of Marketing
Stern School of Business
NewYork University

PH.D. DISSERTATION: COMMITTEE MEMBER

24. Subramanian Balachander
Professor of Management
Krannert Graduate School of Management
Purdue University
25. Ganesh Iyer
Edgar F. Kaiser Chair in Business Administration
University of California at Berkeley
Berkeley, CA
26. Jin-Hong Xie
JCPenney Eminent Scholar Chair
Full Professor
Warrington College of Business Administration University of Florida
Gainesville, Florida
27. Anthony Dukes
Professor of Marketing
Marshall School of Business
University of Southern California
28. Sharad Borle
Associate Professor of Marketing
Jones Graduate School of Business
Rice University
Houston, TX
29. Ting Zhu
Assistant Professor of Marketing
Booth School of Business
University of Chicago
Chicago, IL 60637
30. Amin Sayedi
Kenan-Flagler Business School
Associate Professor of Marketing
University of North Carolina, Chapel Hill
31. Pinar Yildirim
Associate Professor of Marketing
Wharton School
University of Pennsylvania
Philadelphia, PA

32. Stelios Despotakis
Assistant Professor
City University of Hong Kong
HongKong
33. Franco Berbelia
Assistant Professor
Krannert School of Management
Purdue University
34. Runshan Fu
Assistant Professor
Stern School of Business
NewYork University
35. Samuel Levy
Assistant Professor
University of Virginia

SERVICES AT TEPPER/ CARNEGIE MELLON

- Member, Dean Search Committee, 2010.
- Member, Editor Search Committee, Marketing Science, 2010.
- Member, Editor Review and Search Committee, Marketing Science, 2013.
- Director, Teaching Innovation Center 2005-2007
- Chair, Faculty Promotions and Tenure Policy Committee, 2007.
- Member, Curriculum Review Committee, 2000.
- Member, Senior Advisory Committee to the Dean, 2002-2012
- Member, Dean Transition Committee, 2002
- Member, Senior Advisory Committee to the Dean, 2001-2002
- Member, Dean Search Committee, 1995-1996.
- Member, Tenured Appointments, Renewals and Promotions Committee, Carnegie Mellon University, 1997-1999.
- Member, Non-Tenured Appointments, Renewals and Promotions Committee, Carnegie Mellon University, 1992-1994.
- Member, Junior Advisory Committee to the Dean, 1991-1993
- Faculty Advisor, Marketing Club 1991-1996

- Faculty Advisor, AMA Case Competition Team, First Place, 1992.
- Faculty Coordinator, Marketing Advisory Committee, 1991.
- Member, Ph.D. Committee, 1990-1992.
- Member, Undergraduate Committee, 1987-1989.

PRESENTATIONS AT NATIONAL CONFERENCES AND SEMINARS. (Conference Presentations After 1994 are not reported. Total presentations exceed 400)

1. "Optimal Prioritization of Market Segments Based on Sensitivity of Price to Delivery Time". Marketing Science Conference, June 1987.
2. "A Game Theoretic Assignment of Salesmen to Territories." TIMS Conference, St. Louis, October 1987. (Invited Session.)
3. "Product Line: Marketing Costs and Manufacturing Benefits." Marketing Science Conference, Seattle, March 1988.
4. "Pioneering Versus Early Following: An Empirical Investigation." TIMS Conference, Washington D.C., April 1988. (Invited Session.)
5. "Multi Product Entry and Cost signaling." TIMS Conference, Denver, September 1988. (Invited Session.)
6. "Order of Entry and Market Benefits." TIMS Conference, Denver, September 1988. (Invited Session.)
7. "Market Signaling and Entry Deterrence." Marketing Science Conference, Duke University, Raleigh Durham, North Carolina, March 1989.
8. "Robustness of NBD to Heterogeneity Violations," with Pandu Tadikamalla. Marketing Science Conference, Duke University, Raleigh Durham, North Carolina, March 1989.
9. "ADAM: An Adaptive Algorithm for Consumer Brand Choice," with David Greene. Marketing Science Conference, Duke University, Raleigh Durham, North Carolina, March 1989.
10. "A Longitudinal Analysis of Brand Choice: A Competing Risks Model," with Fusun Gonul. Marketing Science Conference, Duke University, Raleigh Durham, North Carolina, March 1989.
11. "Wider Product Line: A Necessity to Achieve Success?", with Sunder Kekre. "State of the Art in Strategy Research," Special Conference, The Wharton School, University of Pennsylvania, Philadelphia, May, 1989. (Invited Session)
12. "Dynamic Brand Choice Models with Stayer-Mover Structure," with Fusun Gonul. ORSA/TIMS National Meetings, New York, October 1989.
13. "Fixing Heterogeneity in Panel Data," with Fusun Gonul. Marketing Science Conference, University of Illinois, Urbana-Champaign, Illinois, March 1990.
14. "Random Parameter Estimates in Multinomial Logit Models," with Fusun Gonul. Marketing Science Conference, University of Illinois, Urbana-Champaign, Illinois, March 1990.

15. "Multinomial Logit Models with Stayer Mover Structure," with Fusun Gonul. Marketing Science Conference, University of Illinois, Urbana-Champaign, Illinois, March 1990.
16. "Franchising: Signalling and Down Stream Moral Hazard," with Preyas Desai. Marketing Science Conference, University of Illinois, Urbana-Champaign, Illinois, March 1990.
17. "Sole Sourcing and Product Quality," with S. Kekre and B.P.S. Murthi. ORSA/TIMS National Meetings, Las Vegas, May 1990. (Invited Session)
18. "Flexible Assembly Design in the Presence of Uncertain Premium for Variety: A Manufacturing and Marketing Interface Issue," with A. Kumar and S. Kekre. ORSA/TIMS National Meetings, Philadelphia, October 1990.
19. "Entry, Accommodation and Market Shakeout," with P. Desai and P. Kumar, Marketing Science Conference, University of Delaware, Wilmington, March 1990.
20. "A Dynamic Stochastic Optimization Model of Consumer Expectation of Promotions," with F. Gonul, Marketing Science Conference, University of Delaware, Wilmington, March 1990.
21. "Impact of Supplier Material Flow Complexity and Information Technology Support on JIT Performance: An Empirical Investigation," with S. Kekre and T. Mukhopadhyay. MIT Summer Workshop on Manufacturing, June 1991. (Invited Workshop)
22. "Optimal Price and Quality of a Product Line to Signal Advantage," with S. Balachander, ORSA/TIMS conference, Anaheim, CA, November 1991.
23. "The Generalized Random Coefficients Probit Model - A Simulation Study," with B.P.S. Murthi, ORSA/TIMS conference, Anaheim, CA, November 1991.
24. "Simultaneous Cost Engineering and Management of Complexity," with S. Datar, S. Kekre and T. Mukhopadhyay, ORSA/TIMS conference, Anaheim, CA, November 1991. (Invited session)
25. "Mediating Effect of the Quality Signal of Warranties on Customer Preferences," with M. Menezes, ORSA/TIMS conference, Anaheim, CA, November 1991.
26. "Supplier Flexibility Through Advanced Information Technology Support in JIT Environment," with S. Kekre and T. Mukhopadhyay, ORSA/TIMS conference, Anaheim, CA, November 1991.
27. "Selection of Product Line Price and Quality to Signal Competitive Advantage," with Balachander, S., Simon School of Management, Rochester University, January 1992. (Invited talk)
28. "Selection of Product Line Price and Quality to Signal Competitive Advantage," with Balachander, S., Johnson School of Management, Cornell University, March 1992. (Invited talk)

29. "The Interaction between Price, Advertising and Coupon: A Random Coefficients Model," with F. Gonul and B.P.S. Murthi. ORSA/TIMS Conference, Orlando, Florida, April 1992.
30. "Quantity Discounts as a Screening Mechanism between High- and Low-Cost Retailers," with S. Balachander, ORSA/TIMS Conference, Orlando, Florida, April, 1992.
31. "Market Segmentation and Manufacturing Standardization," Operations Management Summer Camp, Stanford University, June 1992. (Invited talk)
32. "Market Segmentation and Manufacturing Standardization," Marketing Science Conference, London, July 1992.
33. "Product Line Quality and Price to Signal Competitive Advantage," with Balachander, S., Graduate School of Business, University of Chicago. (Invited Talk)
34. "Drivers of Customer Satisfaction for Software Products: Implications for Design and Service Support," with Krishnan and Kekre, Operations Management Summer Camp, MIT, Cambridge MA., June 1993.
35. "A Structural Model of Simultaneous Study of Brand Choice and Quantity Decision: Estimation Issues and Managerial Insights," with Surendra Rajiv, Stanford Marketing Summer Camp, September, 1993.
36. "A Structural Discrete/ Continuous Choice Model," with Surendra Rajiv, Graduate School of Business, The University of Chicago, 1994.
37. "A Structural Discrete/ Continuous Choice Model," with Surendra Rajiv, The University of Washington in St. Louis, 1994.
38. "A Structural Discrete/ Continuous Choice Model," with Surendra Rajiv, Marketing Science Conference, Tucson, Arizona, 1994.
39. "Extent of Evaluation in Brand Choice: with B.P.S. Murthi, Marketing Science Conference, Tucson, Arizona, 1994.
40. "A Structural Discrete/ Continuous Choice Model," with Surendra Rajiv, Graduate School of Business, The University of Chicago, 1994.

(CONFERENCE PRESENTATIONS AFTER 1994 ARE NOT LISTED. TOTAL PRESENTATIONS EXCEED 400)