

Vita

V. Kumar (VK)

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ACADEMIC EXPERIENCE

&

HONORS AND DISTINCTION

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EDUCATION:

- Ph.D.** Marketing,
The University of Texas at Austin, 1985.
- Masters** Industrial Management,
The Indian Institute of Technology, 1981.
- Bachelors** Engineering,
The Indian Institute of Technology, 1979.

ACADEMIC EXPERIENCE:

Richard and Susan Lenny Distinguished Chair Professor in Marketing, and
Executive Director, Center for Excellence in Brand and Customer
Management, & Director, Ph.D. program in Marketing,
J. Mack Robinson College of Business,
Georgia State University, Atlanta, GA 2008 –

Visiting Professor
Indian School of Business, India, January – February 2009.

Visiting Professor
Indian School of Business, India, January – February 2008.

ING Chair Professor, and
Executive Director, ING Center for Financial Services
University of Connecticut, 2001- 2008.

Visiting Professor
Indian School of Business, India, March-April 2006.

Visiting Professor
University of Aix-En-Provence, France, May 2001.

Marvin Hurley Professor of Business Administration
University of Houston, 1997 – 2001.

Director, International Business Studies Program
University of Houston, Fall 1998 – 2000.

Professor, Department of Marketing
University of Houston, Fall 1997 – 2001.

Associate Professor, Department of Marketing
University of Houston, Fall 1992 - 1997.

Visiting Scholar
University of Sydney, Australia
July - August, 1995.

Visiting Scholar
Hong Kong University of Science & Technology,
Hong Kong, October 1994 - December 1994.

Visiting Scholar
Nijenrode University, Holland, October, 1993.

Visiting Professor of Marketing,
Madrid Business School, Spain, Summer, 1991.

Director of Marketing Research Studies,
University of Houston, January 1988 - present

Assistant Professor, Department of Marketing,
University of Houston, July 1987 - Summer 1992.

Assistant Professor, Department of Marketing,
University of Iowa, August 1985 - June 1987.

Instructor, Department of Marketing,
University of Texas at Austin,
September 1983 - May 1985.

ACADEMIC HONORS:

Finalist, 2009- 2010 *ISMS- MSI Practice Prize*,
MIT, Cambridge, MA.

Winner, *MSI/ Paul H. Root Award* (third time) for the Paper
Published in *Journal of Marketing* in 2009 that best contributes to
the Practice of Marketing.

Finalist, *MSI/ Paul H. Root Award* for the Paper Published in
Journal of Marketing in 2009 that best contributes to the Practice of
Marketing.

Finalist, *Harold H. Maynard Award* for the Paper Published in
Journal of Marketing in 2009 that best contributes to the Practice of
Marketing.

Winner, 2009 *Davidson Award* for the Best Paper Published in the
Journal of Retailing.

Recipient of the 2009 AMA Retailing SIG *Lifetime Contributions
Award for his contributions to Retailing*, Summer AMA
Educators' Conference, Chicago, IL.

Recipient of the 2009 AMA Marketing Research SIG *Lifetime
Contributions Award for his contributions to Marketing
Research*, Summer AMA Educators' Conference, Chicago, IL.

Recipient of the 2009 AMA Foundation *25 Years' Contributions
Award for his contributions to Marketing*, Summer AMA
Doctoral Consortium, Atlanta, GA, June 2009.

Finalist, *The Harold H. Maynard Award for the Best Paper
Published* in the *Journal of Marketing* in 2008.

Winner, *The Sheth Foundation Award for the Best Paper
Published* in the *Journal of the Academy of Marketing Science*,
2007.

Recognized as *The ISBM Faculty Fellow*, 2008 ISBM,
Penn State University, State College, PA, August 2008.

Invited as a *Faculty Scholar* to the 2008 American Marketing
Association's Doctoral Consortium,
University of Missouri, Columbia, MO.

Recipient of the 2007 AMA Strategy SIG
Mahajan Award for Lifetime Contribution to Marketing Strategy,
Summer AMA Educators' Conference, Washington D.C.

Recipient of the 2007 AMA IOSIG
Lifetime Contributions Award to InterOrganizational Issues,
Summer AMA Educators' Conference, Washington D.C.

Finalist, the 2007 ***ISMS Practice Prize***
The Wharton School, University of Pennsylvania,
Philadelphia, PA.

Invited as a ***Faculty Scholar*** to the 2007
American Marketing Association's Doctoral Consortium,
Arizona State University, Tempe, AZ.

Recipient of the Graduate ***Teaching Excellence Award***,
University of Connecticut, 2007.

Recipient of the Best Paper "***Honorable Mention Award***"
University of Connecticut, 2007.

Recipient of the ***Teaching Excellence Award***, MBA Program,
University of Connecticut, 2007.

Winner, \$100,000 ***ISBM/MSI Academic Practitioner Challenge***
Chicago, August, 2006.

Invited as a ***Faculty Scholar*** to the 2006
American Marketing Association's Doctoral Consortium,
University of Maryland, College Park, MD.

Finalist, the ***ISMS Practice Prize***
Pittsburgh, PA, June, 2006.

Runner-up for the ***Best Paper Award***
Journal of Interactive Marketing, 2006.

Chair,
2005 American Marketing Association's Doctoral Consortium,
University of Connecticut, Storrs, CT.

Winner, ***MSI/Paul H. Root Award*** (second time in three years) for
the Paper Published in *Journal of Marketing* in 2005 that best
contributes to the Practice of Marketing.

Recipient of the "***Outstanding Reviewer Award***" for *Journal of
Retailing*, 2005.

Recipient of the ***Best Paper Award***,
University of Connecticut, 2004 – 2005.

Winner, the ***Don Lehmann Award*** (second time in four years) for
the best Paper published in *Journal of Marketing / Journal of
Marketing Research* in a 2-year period (2003 – 2004).

Winner, the “***Outstanding Paper Award***” for the best paper
published in a 2 year period (2000 – 2001) in the *International
Journal of Forecasting*.

Invited as a ***Faculty Scholar*** to the 2004
American Marketing Association’s Doctoral Consortium,
Texas A&M University, College Station, TX.

Winner, the ***MSI/Paul H. Root Award*** for the
Paper Published in *Journal of Marketing* in 2003 that best
contributes to the Practice of Marketing.

Recipient of the ***Best Paper Award***,
University of Connecticut, 2002 – 2003.

Recipient of ***Research Excellence Award***
University of Connecticut, 2002 – 2003.

Invited as a ***Faculty Scholar*** to the 2002
American Marketing Association’s Doctoral Consortium
Emory University, Atlanta, GA.

Winner, the ***Don Lehmann Award*** for the best
Paper published in *Journal of Marketing / Journal of
Marketing Research* in a 2-year period (1999 – 2000), August 2001.

Invited as a ***Faculty Scholar*** to the 2001
American Marketing Association’s Doctoral Consortium
University of Miami, Coral Gables, FL.

Melcher Research Excellence Award,
University of Houston, 2000.

Melcher Award for Faculty Excellence in Research,
University of Houston, 1999.

Invited as a ***Faculty Scholar*** to the 1998
American Marketing Association’s Doctoral Consortium
University of Georgia, Athens, GA.

Melcher Research Excellence Award,
University of Houston, 1998.

Invited as a ***Faculty Scholar*** to the 1998
American Marketing Association's Faculty Consortium
Michigan State University, East Lansing, MI.

Melcher Award for Faculty Excellence in Research
University of Houston, 1997.

Invited as a ***Faculty Scholar*** to the 1997
American Marketing Association's Doctoral Consortium
University of Cincinnati, OH.

Melcher Award for Faculty Excellence in Teaching
University of Houston, 1996 – 97.

Invited as a ***Faculty Scholar*** to the 1996
American Marketing Association's Doctoral Consortium
University of Colorado at Boulder, CO.

Melcher Teaching Excellence Award,
University of Houston, 1995.

NationsBank Master Teaching Award
University of Houston, 1994.

College of Business Alumni Association
Distinguished ***Faculty Award*** for Research, Teaching and Service
University of Houston, 1994

Melcher Teaching Excellence Award,
University of Houston, 1994.

Melcher Teaching Excellence Award,
University of Houston, 1993.

Melcher Teaching Excellence Award,
University of Houston, 1992.

Melcher Teaching Excellence Award,
University of Houston, 1991.

UH Teaching Excellence Award,
University of Houston, 1991 – 1992.

Kent Electronics Computer Research Excellence Award,
University of Houston, 1990 – 1991.

Melcher Research Excellence Award,
University of Houston, 1989 – 1990.

Fellow, 1984 AMA Doctoral Consortium.

Abell-Hanger Endowed Presidential Fund Scholarship,
University of Texas, 1984 – 1985.

Bonham Fellowship, Graduate School of Business,
University of Texas, Summer 1984.

University Fellowship,
University of Texas, 1983-84, Summer 1982.

Tucker's Excellence Fund,
University of Texas, Fall 1981.

Member, Phi Kappa Phi Honor Society.

Awarded ***Gold Medal*** in Recognition for being Ranked First in the
Masters Program, 1981, Indian Institute of Technology.

Graduated with Honors in the Bachelors Program, 1979, Indian
Institute of Technology.

PROFESSIONAL HONORS:

Conferred with the “*Bharat Gaurav Award*” from the Union Ministers, Government of India – 2010.

Conferred with the “*Hind Ratan Award*” from the Union Ministers, Government of India – 2010.

Marquis Who’s Who in the World, 1995 – Present.

Who’s Who Among the Most Admired Men & Women of the Decade, 1995 – Present.

Who’s Who Among Business Leaders, 1994 – Present.

Who’s Who Among Asian Americans, 1994 – Present.

Who’s Who Among Global Business Leaders, 1993 – Present.

Who’s Who Worldwide, 1992 – Present.

RESEARCH

REFERRED PUBLICATIONS:

JOURNAL PUBLICATIONS:

Area: Evaluation of Substantive Issues in Marketing

Petersen, J. Andrew, and **V. Kumar**, “Are Product Returns a Bitter Pill to Swallow for the Marketers?”, forthcoming, **Sloan Management Review**.

Kumar, V., A. Petersen and R. P. Leone, “Driving Profitability by Encouraging Customer Referrals: Who, When and How”, forthcoming, **Journal of Marketing**.

Kumar, V., “A Customer Lifetime Value-based Approach to Managing Marketing in the Multichannel, Multimedia Purchasing Environment”, forthcoming, **Journal of Interactive Marketing**.

Kumar, V., Lerzan Aksoy, Bas Donkers, Thorsten Wiesel, Rajkumar Venkatesan and Sebastian Tillmanns, “Undervalued Customers: Capturing Total Customer Engagement Value”, forthcoming, **Journal of Service Research**.

Lilien, Gary, Douglas Bowman, Min Ding, Rajdeep Grewal, Abbie Griffin, **V. Kumar**, Das Narayandas, Renana Peres, and Raji Srinivasan, “Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda”, forthcoming, **Marketing Letters**.

Kumar, V., Rajkumar Venkatesan and Bharath Rajan, (2009) “Implementing Profitability through a Customer Lifetime Value Framework”, **Marketing Intelligence Review**, Vol. 2, December, pp. 32 – 43.

Krasnikov, Alexander, Satish Jayachandran and **V. Kumar**, (2009) “The Impact of CRM Implementation on Cost and Profit Efficiencies: Evidence from US Commercial Banking Industry”, **Journal of Marketing**, Vol. 73 (6), November, pp. 61 – 76.

Kumar, V., and Denish Shah, (2009) “Expanding the Role of Marketing: From Customer Equity to Market Capitalization”, **Journal of Marketing**, Vol. 73 (6), November, pp 119 – 136.
(Winner of the 2009 MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing)

Kumar, V., and Bharath Rajan, (2009) “Nurturing Profitable Customers”, **Strategic Finance**, September, pp. 27 – 33.

Petersen, J. Andrew, and **V. Kumar**, (2009) “Are Product Returns Necessary Evil? The Antecedents and Consequences of Product Returns”, **Journal of Marketing**, Vol. 73 (May), pp. 35 – 51.
(Finalist, the 2009 MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing)
(Finalist, the 2009 Harold H. Maynard Award for the Best paper Published in the Journal of Marketing)

Kumar, V., Ilaria Dalla Pozza, J. Andrew Petersen, and Denish Shah, (2009) “Reversing the Logic: The Path to Profitability”, **Journal of Interactive Marketing**, Vol. 23 (2), pp. 147 – 156.

Kumar, V., Jia Fan, Rohit Gulati, and P. Venkat, (2009) “Marketing-Mix Recommendation to Manage Value Growth at P&G Asia Pacific”, **Marketing Science**, Vol. 28 (July – August), pp. 644 – 655.

Kumar, V., and Bharath Rajan, (2009) “Profitable Customer Management: Measuring and Maximizing Customer Lifetime Value”, **Management Accounting Quarterly** Vol. 10 (3), pp. 1 – 18.

Arora, Neeraj, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, **V. Kumar**, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, and Z. John Zhang, (2008) “Putting One-to-One Marketing to Work: Personalization, Customization and Choice”, **Marketing Letters**, Vol. 19, pp. 305 – 321.

Kumar, V., Rajkumar Venkatesan, and Werner Reinartz, (2008) “Performance Implications of Adopting a Customer-Focused Sales Campaign”, **Journal of Marketing** (September), Vol. 72 (5), pp. 50 – 68.

Kumar, V., and Denish Shah, (2008) “Research before you Leap: Does Cross- Sell Always Lead to Higher Profits?”, **Marketing Research: A Magazine of Applications** (Fall), Vol. 20 (3), pp. 26 – 32.

Kumar, V., Rajkumar Venkatesan, Timothy R. Bohling and Denise Beckmann (2008), “The Power of CLV: Managing Customer Lifetime Value at IBM”, **Marketing Science**, Vol. 27 (4), pp. 585 – 599.

Kumar, V., and Anita (Man) Luo (2008), “Integrating Purchase Timing, Choice and Quantity Decisions Models: A Review of Model Specifications, Estimations and Applications”, **Review of Marketing Research**, Vol. 4 (1), pp. 63 – 91.

Ramani, Girish and **V. Kumar** (2008), “Interaction Orientation & Firm Performance”, **Journal of Marketing** (Jan), Vol. 72 (1), pp. 27 – 45.

(Finalist for the 2008 Harold H. Maynard Award for the Best Paper Published in the Journal of Marketing)

Kumar, V., (2007) “Customer Lifetime Value: The Path to Profitability”, **Foundations and Trends in Marketing**, Vol. 2 (1), pp. 1 – 95.

Venkatesan, Rajkumar, **V. Kumar** and Timothy R. Bohling (2007), “Optimal CRM using Bayesian Decision Theory: An application for Customer Selection”, **Journal of Marketing Research** (November), Vol. 44 (4), pp. 579 – 594.

Kumar, V., J. Andrew Petersen and Robert P. Leone (2007), “How Valuable is the Word of Mouth?”, **Harvard Business Review** (October), pp. 139 – 146.

Venkatesan, Rajkumar, **V. Kumar** and Nalini Ravishankar (2007), “Multi-Channel Shopping: Causes and Consequences”, **Journal of Marketing** (April), Vol. 71 (2), pp. 114 – 132.

Kumar, V. and Morris George (2007), “Measuring and Maximizing Customer Equity: A Critical Analysis”, **Journal of the Academy of Marketing Science** (June), Vol. 35 (2), pp. 157 – 171.

(Winner of the 2007 Sheth Foundation Award for the Best Paper Published in Journal of the Academy of Marketing Science)

V. Kumar (2006), “Profitable Relationships”, **Marketing Research: A Magazine of Management and Applications** (Fall), Vol. 18 (3), pp. 41 – 46.

Kumar, V. (2006), “Customer Lifetime Value: A Databased Approach”, **Journal of Relationship Marketing** (Special Issue on CRM -- Other contributors include Don Lehmann, Sunil Gupta, Kay Lemon and Tim Keiningham), Vol. 5(2/3), pp. 7 – 35.

V. Kumar, Katherine N. Lemon and A. Parasuraman (2006), “Managing Customers for Value: An Overview and Research Agenda”, **Journal of Service Research** (November), Vol. 9, pp. 87 – 94.

Gupta, Sunil, Dominique Hanssens, Bruce Hardie, William Kahn, **V. Kumar**, Nathaniel Lin, Nalini Ravishanker and S. Sriram (2006), “Modeling Customer Lifetime Value”, **Journal of Service Research** (November), Vol. 9, pp. 139 – 155.

Kumar, V., Rajkumar Venkatesan and Werner Reinartz (2006), “Knowing What to Sell, When to Whom”, **Harvard Business Review** (March), pp. 131 – 137.

Kumar, V. and J. Andrew Petersen (2005), “Using a Customer Level Marketing Strategy to Enhance Firm Performance”, **Journal of the Academy of Marketing Science** (Fall), Vol. 33 (4), pp. 505 – 519.

Kumar, V. and Rajkumar Venkatesan (2005), “Who are the Multichannel Shoppers and How do they Perform?: Correlates of Multichannel Shopping Behavior”, **Journal of Interactive Marketing** (Spring), Vol. 19 (2), pp. 44 – 62.
(“Runner-Up” Award for the Best Paper Published in 2005 in the Journal of Interactive Marketing).

Reinartz, Werner, Jacquelyn Thomas and **V. Kumar** (2005), “Balancing Acquisition and Retention Resources to Maximize Profitability”, **Journal of Marketing** (January), Vol. 69, pp. 63 – 79.
(Winner of the MSI/Paul H. Root Award (second time) for the Paper Published in Journal of Marketing in 2005 that best contributes to the practice of marketing).

Venkatesan, Rajkumar and **V. Kumar** (2004), “A Customer Lifetime Value Framework for Customer Selection and Resource Allocation Strategy,” **Journal of Marketing** (October), Vol. 68 (4), pp. 106 – 125.
(Winner of the Don Lehmann Award (second time) for the best Paper published in Journal of Marketing/ Journal of Marketing Research in a 2-year period (2003 – 2004), May 2005).

Rust, Roland, Tim Ambler, Gregory S. Carpenter, **V. Kumar** and Rajendra K. Srivastava (2004), “Measuring Marketing Productivity: Current Knowledge and Future Directions,” **Journal of Marketing** (October), Vol. 68 (4), pp. 76 – 89.

Kumar, V. and J. Andrew Petersen (2004), “Maximizing ROI or Profitability: *Is One Better than the Other.*” **Marketing Research: A Magazine of Management and Applications** (Fall), Vol. 16 (3), pp. 28 – 34.

Kumar, V. Girish Ramani and Timothy R. Bohling (2004), “Customer Lifetime Value Approaches and Best Practice Applications.” **Journal of Interactive Marketing** (Summer), Vol. 18 (3), pp. 60 – 72.

Thomas, Jacquelyn, Werner Reinartz and **V. Kumar** (2004), "Getting the Most out of All Your Customers," **Harvard Business Review** (July – August), pp. 116 – 123.

Kumar, V. (2004), "Leveraging Superior Marketing Tools to Maximize Profits," **Strategic Marketing**, Vol. 3 (2), pp. 18 – 23.

Kumar, V. and Girish Ramani (2004), "Taking Customer Lifetime Value Analysis to the Next Level," **Journal of Integrated Communications**, (Northwestern University), pp. 27 – 33.

Kumar, V., Timothy R. Bohling and Rajendra N. Ladda (2003), "Antecedents and Consequences of Relationship Intention: Implications for Transaction and Relationship Marketing," **Industrial Marketing Management**, Vol. 32 (8), pp. 667 – 676.

Reinartz, Werner and **V. Kumar** (2003), "The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration," **Journal of Marketing**, Vol. 67 (1), pp. 77 – 99.
(Winner of the MSI/Paul H. Root Award for the Paper Published in Journal of Marketing in 2003 that best contributes to the practice of marketing).

Reinartz, Werner and **V. Kumar** (2002), "The Mismanagement of Customer Loyalty," **Harvard Business Review**, (July), pp. 86 – 97.

Fildes, Robert and **V. Kumar** (2002), "Telecommunications Demand Forecasting - A Review", **International Journal of Forecasting**, Vol. 18 (4), pp. 489 – 522.

Berger, Paul D., Ruth N. Bolton, Douglas Bowman, Elten Briggs, **V. Kumar**, A. Parsuraman and Creed Terry (2002), "Marketing Actions and the Value of Customer Assets: A Framework for Customer Asset Management," **Journal of Service Research**, Vol. 5 (1), pp. 39 – 54.

Kumar, V., and Timothy R. Bohling (2002), "Six Steps to Better Decision Models," **Marketing Research: A Magazine of Management and Applications**, Vol. 14 (2), pp. 8 – 12.

Brodie, Roderick J., Peter J. Danaher, **V. Kumar** and Peter S. H. Lee (2001), "Principles of Market Share Forecasting" Chapter in **Principles of Forecasting: A Handbook for Researchers and Practitioners**, Kluwer Publishers.

Kumar, V., Sridhar N. Ramaswami and Rajendra K. Srivastava (2000), “A Model for Predicting Stock Market Returns: Marketing Implications” **Journal of Business Research**, Vol. 50 (2), pp. 157 – 168.

Reinartz, Werner and **V. Kumar** (2000), “On the Profitability of Long Lifetime Customers: An Empirical Investigation and Implications for Marketing,” **Journal of Marketing**, Vol. 64 (October), pp. 17 – 32.

(Winner of the Don Lehmann Award for the best Paper published in Journal of Marketing/ Journal of Marketing Research in a 2-year period (1999-2000), August 2001).

Krishnan, Trichy V., Frank M. Bass and **V. Kumar** (2000), “Impact of a Late Entrant on the Diffusion of a New Product / Service,” **Journal of Marketing Research**, Vol. 37, (May), pp. 269 – 278.

Kumar, V. and Jaishankar Ganesh (1995), “The State-of-the-Art in Brand Equity Research: What is Known and What Needs to be Known,” **Australasian Journal of Market Research**, Vol. 3 (1), pp. 3 – 22.

Kumar, V. and Velavan Subramaniam (1995), “Customer's Role in Continuous Quality Improvement Process,” **Australasian Journal of Market Research**, Vol. 3 (2), pp. 3 – 14.

Kumar, V. and Gary J. Gaeth (1991), “Attribute Order and Product Familiarity Effects in Decision Tasks Using Conjoint Analysis,” **International Journal of Research in Marketing**, Vol. 8, (June), pp. 113 – 124.

Area: Retailing / Marketing Communication / Scanner Data

Grewal, Dhruv, Michael Levy, and **V. Kumar**, (2009) “Customer Experience Management in Retailing: An Organizing Framework”, **Journal of Retailing**. Vol. 85 (1), pp. 1 – 14.

Petersen, J. Andrew, Leigh McAlister, David J. Reibstein, Russell S. Winer, **V. Kumar** and Geoff Atkinson (2009), “Choosing the Right Metrics to Maximize Profitability and Shareholder Value”, **Journal of Retailing**, Vol. 85 (1), pp. 95 – 111.

Kumar, V., Morris George and Joseph Pancras (2008), “Cross-buying in Retailing: Drivers and Consequences”, **Journal of Retailing**, Vol 84 (1), pp. 15 – 25.

(Winner, 2009 Davidson Award for the Best Paper Published in the Journal of Retailing)

Kumar, V., Denish Shah and Rajkumar Venkatesan (2006), “Managing Retailer Profitability: One Customer at a time!”, **Journal of Retailing**, Vol. 82 (4), October, pp. 277 – 294.

Kumar, V. and Srinivasan Swaminathan (2005), “The Different Faces of Coupon Face Value Elasticity: Implications for Manufacturers and Retailers,” **Journal of Retailing**, Vol. 81 (1), pp. 1 – 25.

Kumar, V. and Denish Shah (2004), “Building and Sustaining Profitable Customer Loyalty for the 21st Century,” **Journal of Retailing**, Vol. 80 (4), pp. 317 – 330.
(Ranked # 1 for the most downloaded article in the history of Journal of Retailing)

Kumar, V., Vibhas Madan and Srini S. Srinivasan (2004), “Price Discounts or Coupon Promotions: Does it matter?” **Journal of Business Research**, Vol. 57, pp. 933 – 941.

Kumar, V. and Denish Shah (2004), “Pushing and Pulling on the Internet”, **Marketing Research: A Magazine of Management and Applications**, Vol. 16 (1), pp. 28 – 33.

Kumar, V. and Kiran Karande (2000), “The Effect of Retail Environment on Retailer Performance,” **Journal of Business Research**, Vol. 49 (2), pp. 167 – 181.

Reinartz, Werner and **V. Kumar** (1999), “Store -, Consumer -, and Market - Characteristics: The Drivers of Retail Performance,” **Marketing Letters**, Vol. 10 (1), pp. 5 – 22.

Kumar, V., Kiran Karande and Werner Reinartz (1998), “Measuring the Impact of Internal and External Reference Prices on Brand Choice; The Moderating Role of Contextual Variables,” **Journal of Retailing**, Vol. 74 (3), pp. 401 – 426.

Balasubramaniam, Siva K. and **V. Kumar** (1997), “Explaining Variation in Advertising & Promotional Expenditures over Sales Ratio: A Re-Analysis,” **Journal of Marketing**, Vol. 61 (1), pp. 85 – 92.

Balasubramaniam, Siva K. and **V. Kumar** (1997), “Explaining Variation in Advertising & Promotional Expenditures over Sales Ratio: A Response, Research Criteria and Guidelines,” **Journal of Marketing**, Vol. 61 (1), pp. 97 – 98.

Kumar, V. and Arun Pereira (1997), “Assessing the Competitive Impact of Type, Timing, Frequency and Magnitude of Retail Promotions,” **Journal of Business Research**, Vol. 40 (1), September, pp. 1 – 14.

Kumar, V. and Kiran Karande (1995), “The Effect of Brand Characteristics and Retailer Policies on Response to Retail Price Promotions: Implications for Retailers,” **Journal of Retailing**, Vol. 71 (3), pp. 249 – 278.

Kumar, V., and Arun Pereira (1995), “Explaining Variation in Sales Response to Retail Price Promotions,” **Journal of the Academy of Marketing Science**, Vol. 23 (3), pp. 355 – 369.

Kumar, V. (1994), “Forecasting Performance of Market Share Models: An Assessment, Additional Insights and Guidelines,” **International Journal of Forecasting**, Vol. 10, pp. 295 – 312.

Kumar, V., Amit Ghosh, and Gerard J. Tellis (1992), “A Decomposition of Repeat Buying,” **Marketing Letters**, Vol. 3 (4), pp. 407 – 417.

Kumar, V., Roger A. Kerin and Arun Pereira (1991), “An Empirical Assessment of Merger and Acquisition Activities in Retailing,” **Journal of Retailing**, Vol. 67 (3), pp. 321 – 338.

Kumar, V. and Timothy B. Heath (1990), “A Comparative Study of Market Share Models Using Disaggregate Data,” **International Journal of Forecasting**, Vol. 6 (2), pp. 163 – 174.

Balasubramaniam, Siva K. and **V. Kumar**, (1990), “Correlates of Marketing Communication Intensity in Consumer, Industrial and Service Markets,” **Journal of Marketing**, Vol. 54 (April), pp. 57 – 68.

Kumar, V. and Roland Rust (1989), “Market Segmentation by Visual Inspection,” **Journal of Advertising Research**, Vol. 29 (4), pp. 23 – 29.

Kumar, V. and Robert P. Leone (1988), “Measuring the Effect of Retail Store Promotions on Brand and Store Substitution,” **Journal of Marketing Research**, Vol. 25, (May), pp. 178 – 185.

Area: Development of New Methodology

Venkatesan, Rajkumar, Trichy V. Krishnan and **V. Kumar** (2004), “Evolutionary Estimation of Macro-Level Diffusion Models Using Genetic Algorithms: An Alternative to Non Linear Least Squares,” **Marketing Science**, Vol. 23, No 3 (Summer), pp. 451 – 464.

Venkatesan, Rajkumar and **V. Kumar** (2002), “A Genetic Algorithms Approach to Forecasting of Wireless Subscribers,” **International Journal of Forecasting**, Vol. 18 (4), pp. 625 – 646.

Kumar, V. Anish Nagpal and Rajkumar Venkatesan (2002), “Forecasting Category Sales and Market Share for Wireless Telephone Subscribers: A Combined Approach,” **International Journal of Forecasting**, Vol. 18 (4), pp. 583 – 604.

Kumar, V. and Timothy R. Bohling (2001), “Decision Models Aid Research”, **Marketing Research: A Magazine of Management and Applications**, Vol. 13 (Winter), pp. 42 – 43.

Armstrong, J. Scott, Vicki G. Morvitz and **V. Kumar** (2000), “Sales Forecasts for Existing Consumer Products and Services: Do Purchase Intentions Contribute to Accuracy,” **International Journal of Forecasting**, Vol. 16, pp. 383 – 397.
(Winner of the “Outstanding Paper Award” for the best paper published in a 2 year period (2000 – 2001) in the International Journal of Forecasting).

Kumar, V., Robert P. Leone and John N. Gaskins (1995), “Aggregate and Disaggregate Sector Forecasting using Consumer Confidence Measures,” **International Journal of Forecasting**, Vol. 11, pp. 361 – 377.

Kumar, V. and Robert P. Leone (1991), “Nonlinear Mapping: An Alternative to Multidimensional Scaling for Product Positioning,” the **Journal of the Academy of Marketing Science**, Vol. 19 (3), pp. 165 – 176.

Dyer, James S., Richard N. Lund, John B. Larsen, **V. Kumar** and Robert P. Leone (1990), “A Decision Support System for Prioritizing Oil and Gas Exploration Activities,” **Operations Research**, Vol. 38 (3), pp. 386 – 396.

Kumar, V. (1988), “A Decision Model for Evaluating Job Alternatives,” in the Special Issue on *The State of the Art in Marketing Research* in the **Journal of the Academy of Marketing Science**, Vol. 16 (1), pp. 103 – 113.

Area: International Marketing

Kumar, V. (2003), "Global Diffusion Models: Back to the Future," **Handbook of Research in International Marketing**, Publishers: Edward Elgar, pp. 379 – 401.

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Albers, Nancy and **V. Kumar** (1991), "International Direct Marketing Efforts: Are They Useful to Small Businesses in Establishing Consistent Patterns of Exporting?" **Journal of Direct Marketing**, Vol. 5 (4), pp. 29 – 38.

CONFERENCE PROCEEDINGS:

Kumar, V., Srinivasa S. Srinivasan and Rolph E. Anderson (2009) “Cultivating Customer Loyalty: Why Businesses Do not Have Complete Control?”, **AMA Winter Marketing Educators’ Conference**, Tampa, FL.

Petersen, J. Andrew and, **V. Kumar** (2009), “Measuring and Maximizing Donor Lifetime Value Using Donor Selection and Resource Allocation Strategies”, **AMA Winter Marketing Educators’ Conference**, Tampa, FL.

Petersen, J. Andrew, and **V.Kumar** (2008), “The Influence of Marketing Buying and Product Returns on Resource Allocation”, **AMA Summer Educators’ Conference**, San Diego, CA
(*Winner of the Best Paper in The Retailing Track, and Winner of the Overall Conference Best Paper*)

Kumar, V., Jia Fan, Rohit Gulati, P. Venkat (2008) “Maximizing Value Growth at P&G, Asia Pacific”, **European Marketing Academy (EMAC)**, Brighton, U.K.

Kumar, V., Man (Anita) Luo, and Vithala Rao (2008), “Linking Customer Brand Value to Customer Lifetime Value: An Integrated Framework”, **European Marketing Academy (EMAC)**, Brighton, U.K.

Kumar, V. (2007), “Managing and Maximizing Customer Value,” **European Marketing Academy (EMAC)**, Reykjavik, Iceland.

Kumar, V. and Girish Ramani (2006), “Interaction Orientation: The New Measure of Marketing Capabilities,” paper presented at **AMA Winter Educators’ Conference**, St. Petersburg, FL.

Kumar, V., J. Andrew Petersen and Robert P. Leone (2006), “The Power of Customer Advocacy,” paper presented at **AMA Winter Educators’ Conference**, St. Petersburg, FL.

Kumar, V. and Morris George (2006), “A Comparison of Aggregate and Disaggregate Level Approaches for Measuring and Maximizing Customer Equity,” paper presented at **AMA Winter Educators’ Conference**, St. Petersburg, FL.

Kumar, V. and Man (Anita) Luo (2006), “Linking an Individual's Brand Value to the Customer Lifetime Value,” paper presented at **AMA Winter Educators’ Conference**, St. Petersburg, FL.

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Pereira, Arun and **V. Kumar** (1995), “Related Diversification Through Acquisition: An Analysis of Firms in Industrial, Service and Consumer Markets,” **Proceedings of the Thirteenth Annual International Conference of the Association of Management**.

Subramaniam, Velavan and **V. Kumar** (1995), “The Antecedents, Process and Consequences of Total Quality Management - A Tool for Achieving Sustainable Competitive Advantage,” **Proceedings of the American Marketing Association's Summer Marketing Educators’ Conference**.

Kumar, V. and Kiran Karande (1995), “Does Coupon Usage Vary with Consumer Purchase Patterns?” **Proceedings of the American Marketing Association's Winter Marketing Educators Conference.**

Kumar, V. and Arun Pereira (1988), “Modeling Social Marketing Products using New Product Growth Models,” **Proceedings of the American Marketing Association's Winter Marketing Educators' Conference.**

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MSI RESEARCH REPORT:

Kumar, V., and Denish Shah (2008), “From Customer Equity to Market Capitalization”, MSI Working Paper Series, **Report # 08-113.**

Kumar, V. and Girish Ramani (2007), “Interaction Orientation: The New Measure of Marketing Capabilities,” MSI Working Paper Series, **Report # 07-100.**

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INSTITUTE OF MANAGEMENT ACCOUNTANTS (IMA) RESEARCH REPORT:

Kumar, V., (2009) “Using Customer Lifetime Value for Acquiring, Retaining and Winning Back Profitable Customers”, **IMA Executive Summary Report.**

COMMENTS ON RESEARCH:

Numerous Media Reports: 1993 - Present.

Various news media publications, Radio and Television Coverage 1985 – present.

“Store Brands Gain Favor,” **The Houston Post**, p. D-1, D-3, May 16, 1993.

“Food Store Chains Battle for Texas Markets,” **Tyler Morning Telegraph**, January 22, 1992.

“The Texas Chainsaw Grocery War,” **Dallas Morning News**, January 21, 1992.

“Recession, War Combo no Cause for Panic,” **The Galveston Daily News**, p. 1-A, 7-A, January 28, 1991.

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PAPERS UNDER REVIEW:

Ganesh, Jaishankar, **V. Kumar** and M. Kotabe, “International Marketing Standardization vs. Adaptation: A Conceptual Framework, Propositions and Empirical Analysis,” under revision, **Journal of International Business Studies**.

Kumar, V., and S. Srinivasan, “Analyzing the Dimensions of Coupon Face-Value Elasticity: Implications for Marketing,” under revision, **Management Science**.

WORKING PAPERS:

Kumar, V., and Luke Weinstein, “Willingness to Cannibalize and Radical Product Innovation: An Alternative Perspective”.

Kumar, V., Eli Jones, and Rajkumar Venkatesan, “Navigating through turbulent times: when does market orientation help long-run business performance?.”

Kumar, V. and S. Srinivasan, “Augmenting the Theory of Reasoned Action as applied to Coupon Usage.”

Velavan Subramaniam and **V. Kumar**, “An Investigation into the culture of Quality Oriented firms.”

RESEARCH IN PROGRESS:

“Analyzing the Multichannel Shopping Behavior”.

“Customer Loyalty: Antecedents and Consequences”.

“Improving Marketing Productivity: Knowing when to sell what to whom”.

“A cross-sectional time series analysis of customer satisfaction and firm performance”.

“Investigating the Effects of Marketing-Mix Strategies on Customer Lifetime Value.”

“A Consumer Decision Tool for E-Commerce.”

“Information Technology Outsourcing: Is it a bane or boon.”

“Forecasting with Purchase Intentions Data.”

“To Warranty or Not: A Cross-Cultural Study.”

“The Effect of Inherent Product Characteristics on Consumers Response to Retail Promotion.”

“A Comparison of Techniques for Analyzing Qualitative Data in Marketing.”

INVITED RESEARCH PRESENTATIONS:

“Linking CLV to Shareholder Value”
Copenhagen Business School,
Denmark, November 2009.

“Managing Brands and Customers for Profit”
Quartz Consulting,
Denmark, November 2009.

“Managing Customers for Profit”,
Advanced School of Marketing Research,
American Marketing Association,
Atlanta, GA, November, 2009.

“Measuring and Maximizing the Value from the Customer”
Direct Marketing Association,
Atlanta, GA, October 2009.

“Bringing Marketing to Wall Street- The Role of CLV”
Marketing Accountability Standards Board,
Marketing Accountability Foundation,
Chicago, IL, August 2009.

“Measuring and Maximizing Customers’ Lifetime, Brand and Referral Value”
Singapore Management University,
Institute of Service Excellence,
Singapore, July 2009.

“Expanding the Role of Marketing: From Customer Equity to Market Capital”
Olin Business School,
Washington University,
St. Louis, MO, June 2009.

“Expanding the Role of Marketing: From Customer Equity to Market Capitalization”
Dartmouth College
Hanover, NH, May 2009.

“Building a Profitable and Loyal Customer Management Strategy”
Drexel University
Philadelphia, PA, April, 2009.

“Building a Profitable & Loyal Customer Management Strategy”
Linkage Strategy,
Bonita Springs, FL, March 2009.

“Expanding the Role of Marketing: From Customer Equity to Market Capitalization”
Dartmouth College
Hanover, NH, March 2009.

“Exploring the Link Between Customer Brand Value, Customer Referral Value and Customer Lifetime Value”
Marketing Hightower Lecture,
Goizueta Business School, Emory University,
Atlanta, GA, February, 2009.

“Managing Customers for Profit”,
H.R. College of Commerce and Economics,
Mumbai, India, December, 2008.

“A CLV Paradigm for the Pharmaceutical Industry”,
Executive Presentation at the Organization of Pharmaceutical Producers of India (OPPI),
Mumbai, India, December, 2008.

“Managing Customers for Profit”,
Advanced School of Marketing Research,
American Marketing Association,
Atlanta, GA, November, 2008.

“A Hidden Markov Model Approach for Resource Allocation in B2B Markets”,
Distinguished Visitor Speaker Session,
Drexel University
Philadelphia, PA, October, 2008.

“Targeting B2B Buyers”,
Erin Anderson Conference,
The Wharton School,
Philadelphia, PA, October, 2008.

“The Influence of Interactive Marketing on Building a Profitable Brand & Customer Management Strategy”,
Keynote Speech, DMEF Conference,
Las Vegas, NV, October, 2008.

“Impact of Customer Referrals on Profitability”,
Southern Methodist University
Dallas, Texas, September, 2008.

“Metrics that Connect Customers and Offerings”,
Marketing Science Institute Conference on
Marketing Metrics for the Connected Organization,
Dallas, Texas, September 2008.

“Impact of Customer Referrals on Profitability”,
Customer Reference Forum
Berkeley, CA, February, 2008.

“Can Marketing Be Made Both Accountable and Profitable?”,
Global Marketing Summit
Myrtle Beach, SC, February, 2008.

“Brand is Dead. Long Live the Brand”,
Conference of Indian Industries Brand Summit Conference
Hyderabad, India, February, 2008.

“Implement Cutting-Edge Marketing Strategies For Maximizing
Company’s Growth and Profitability”,
Leadership, Innovation and Growth Program, General Electric
New Delhi, India, January, 2008.

“Maximizing Customer Profitability”,
Advanced School of Marketing Research,
American Marketing Association,
Atlanta, GA, November, 2007.

“CLV & Beyond”,
Hanken MBA Program,
Swedish School of Business,
Helsinki, Finland, September, 2007.

“Managing Customer for Profits”,
Customer Insights Center,
Groningen University, Groningen,
The Netherlands, June, 2007.

“The Power of Word-of-Mouth Marketing”,
Marketing Camp, Texas A&M University,
College Station, TX, April, 2007.

“Customer Loyalty and Profitability”,
Advanced School of Marketing Research,
American Marketing Association,
Atlanta, GA, November, 2006.

“Linking Customer Lifetime Value to Shareholder Value”,
American Marketing Association - Sheth Doctoral Consortium,
University of Maryland, College Park, MD, July, 2006.

“Implementing CRM Strategies to Obtain Better Performance
Metrics”
AMA MPlanet Conference,
Orlando, Florida, Nov/Dec, 2006.

“Effective CRM Strategies”
Koc University,
Istanbul, Turkey, November, 2006.

“The Effectiveness of CRM Strategy”,
Marketing Camp, University of Groningen,
Groningen, NETHERLANDS, May, 2006.

“Leveraging Marketing Metrics for Maximizing Customer
Profitability”,
Marketing Metrics Conference,
Austin, TX, May, 2006.

“Leveraging superior Marketing Tools for building a Forward-
looking CRM Strategy “,
Marketing Science Institute Conference,
Santa Monica, CA, March, 2006.

“The Path to Higher Profitability”,
Research Seminar, University of Houston,
Houston, TX, December, 2005.

“The Power of Customer Lifetime Value”,
Research Seminar, University of Massachusetts, Amherst,
Amherst, MA, September, 2005.

“The Power of Customer Lifetime Value”,
Alumni Networking Reception & Marketing Presentation
organized by University of Connecticut School of Business,
Boston, MA, September, 2005.

“Linking Brand Equity and Customer Equity”,
Zyman Institute of Brand Sciences, Emory University,
Atlanta, Georgia, GA, June, 2005.

“Customer Relationship Management in Service Industries”,
E-BRC Workshop, Pennsylvania State University,
PA, June, 2005.

“Profitable Management of Multichannel Shoppers”,
Marketing Research Camp, University of Maryland,
College Park, MD, May, 2005.

“The Power of Customer Lifetime Value”,
Marketing Research Camp, New York University,
New York, NY, May, 2005.

“The Effect of Multichannel Marketing on Shopping Behavior”,
New York University,
New York, NY, May, 2005.

“The Power of Customer Lifetime Value”,
Distinguished Research Scholar Series, University of Tennessee,
Knoxville, TN, April, 2005.

“The Power of Customer Lifetime Value”,
Research Seminar, University of North Carolina,
Chapel Hill, NC, March, 2005.

“A Comparison of Marketing Metrics for Maximizing ROI”,
Yale University & Marketing Science Institute,
New Haven, CT, December, 2004.

“Allocating Acquisition and Retention Resources to Maximize
Customer Profitability,”
Marketing Science Institute Conference, London Business School,
London, England, June, 2004.

“Implementing Customer Lifetime Value based Strategy,”
Case Western Reserve University,
Cleveland, OH, April, 2004.

“Measuring and Maximizing Customer Equity,”
Georgia State University,
GA, April, 2004.

“Marketing for Profits”,
Georgia State University,
Marketing Round Table, April, 2004.

“Maximizing Customer Profitability”,
Marketing Science Institute Conference,
The Fuqua School of Business, Duke University, March, 2004.

“Linking Loyalty and Profitability in Financial Services”,
ING Post Bank Program,
Tilburg, The Netherlands, February, 2004.

“Leveraging Superior Strategic Tools in C & A”
Executive Workshop, Tilburg University,
Tilburg, The Netherlands, February, 2004.

“Loyalty and Profitability in Retailing”,
Executive Retailing Program, Tilburg University,
Tilburg, The Netherlands, January, 2004.

“Models for Databased Decision Making: *Is it painful or gainful?*”,
DMEF Conference, Orlando, FL, October, 2003.

“Issues in International Diffusion”,
University of Kiel, Kiel, Germany, July, 2003.

“Customer Relationship Management: Past, Present and Future”,
University of Kiel, Kiel, Germany, July, 2003.

“Exploiting the Trends in Customer Relationship Management”,
Tilburg University, Tilburg, The Netherlands, December, 2002.

“Drivers of Profitable Lifetime Duration”,
American Marketing Association - Sheth Doctoral Consortium,
Emory University, Atlanta, GA, June, 2002.

“Identifying Profitable Customers from a Marketing Database,”
American Marketing Association – Sheth Doctoral Consortium,
University of Miami, Coral Gables, FL, June, 2001.

“A New Class of Multinational Diffusion Models”
INSEAD, Fontainebleau,
France, May, 2001.

“A Model of Customer Lifetime Value”
University of South Carolina,
Columbia, SC, April, 2001.

“The Impact of Information Technology on Marketing and
Entrepreneurship”
University of Hawaii,
Honolulu, HI, March, 2001.

“Customer Relationship Management: The Strategies and
Implications”
Georgia State University,
Atlanta, GA, February, 2001.

“A Research Agenda for Programmatic Research,”
University of Connecticut,
Storrs, CT, February, 2001.

“Multinational Diffusion Models: An Evolutionary Framework,”
University of Maryland,
College Park, MD, April, 2000.

“Impact of Multinational Diffusion Models on International
Market Entry Decisions” FGV,
Sao Paulo, Brazil, February, 2000.

“The Power of International Marketing Research”
FGV,
Sao Paulo, Brazil, February, 2000.

“Market Orientation: Is it a useful concept”
ITAM,
México City, MEXICO, September, 1999.

“Global Diffusion Models”
Research Round Table for Executives,
Hartford, CT, April, 1999.

“Is Market Orientation the Holy Grail?: The Effects of Consumer
Characteristics on Market Orientation and Performance
Relationship”
University of Connecticut,
Storrs, CT, April, 1999.

“Research in Retailing: Past, Present, and Future”
Finnish School of Business,
Finland, October 1998.

“Global Diffusion Models”
Turku School of Business,
Finland, October 1998.

“Global Diffusion Models”
Washington State University,
Pullman, WA, October 1998.

“International Research with Secondary Data”
Paper presented at the 1998 AMA Faculty Consortium,
Michigan State University,
East Lansing, MI, July 1998.

“Research stream in Cross-National Diffusion Models”
Paper presented at the 1998 AMA Faculty Consortium,
Michigan State University,
East Lansing, MI, July 1998.

“Modeling Real World Data for Decision Making,”
AMA Doctoral Consortium,
University of Georgia,
GA, August 1998.

“Advances in Research Methods,”
AMA Doctoral Consortium
University of Cincinnati, OH, July 1997.

“Modeling Global Diffusion Patterns,”
University of Oklahoma,
OK, December 1996.

“Cross National Diffusion Models: Past, Present and Future,”
Stanford University,
CA, May 1996.

“Advances in International Marketing Research,”
AMA Doctoral Consortium
University of Colorado at Boulder,
CO, August 1996

University of Queensland, Australia, Summer 1995.
Griffith University,
Australia, Summer 1995.

“Building, Measuring, Managing and Exploiting Brand Equity,”
Survey Research Group,
China, December 1994.

“Branding in Services,”
Queensland Division of MRSA,
Brisbane, Australia, October 1994.

“Diffusion of Scanner Technology: A Comparison of Triadic Power
Nations,”
Lancaster University, Lancaster, U.K.,
Catholic University of Leuven, Belgium, and
University of Kiel, Kiel, Germany, Fall 1993.
Ohio State University, Summer 1994.

“Market Segmentation,”
Monterey Tech,
Monterey, Mexico, Fall 1992.

“Sales Promotions - An Agenda for Future Research,”
Catholic University of Leuven,
Belgium, Summer 1991.

“Assessing the Impact of Timing of ‘Own’ and Competing Brands’
Promotions on Promotion Effectiveness,”
INSEAD, Fontainebleau,
France, Summer 1991.

“The Impact of Competitive Reactivity on Promotion
Effectiveness,”
IESE,
Barcelona, Spain, Summer 1991.

“Improving Marketing Productivity: Knowing when to sell what to
whom”,
Presented at the October 2002 MSI Conference on Marketing
Metrics, Dallas, TX.

“A Model for Maximizing Customer Equity”,
Presented at the July 2002 National Conference for Database
Marketing, Philadelphia, PA.

“Defining, Measuring and Managing Customer Equity”,
Presented at the June 2002 MSI Conference on CRM: Strategies and
Implementation, INSEAD, Fontainebleau, France.

WEBINARS

“Building a Profitable Brand & Customer Management Strategy in
the B2B World.”,
IPSS Pro-Seminar,
Smeal College of Business, PA, November 2008.

“Managing Customers for Profit”
Siperian Webinar, November 2008.

CONFERENCE PRESENTATIONS

“Building Profitable Loyalty in Food Retailing”
Brand Loyalty Congress, Keynote Address,
Milan, Italy, October 2009.

“Measuring the Value of Customer Engagement”
Thought Leadership Conference in Customer Management,
Montabaur Castle, Germany, September 2009.

“Cultivating Customer Loyalty: Why Businesses Do not Have
Complete Control?”
2009 AMA Winter Marketing Educators’ Conference,
Tampa, FL, February 2009.

“Measuring and Maximizing Donor Lifetime Value Using Donor
Selection and Resource Allocation Strategies”
2009 AMA Winter Marketing Educators’ Conference,
Tampa, FL, February 2009.

“Effect of Marketing Contacts in B2B Markets”
DMEF Conference,
Las Vegas, NV, October 2008.

“Emerging Frontiers in Marketing Research”
Discussant, AMA Summer Marketing Educators’ Conference,
San Diego, CA, Aug 2008.

“Collaborating Research and Teaching with Companies”
Chair, AMA Summer Marketing Educators’ Conference,
San Diego, CA, Aug 2008.

“Emerging Strategic Issues in Retailing”
AMA Summer Marketing Educators’ Conference,
San Diego, CA, Aug 2008.

“Assessing the Effect of Marketing Contacts on Strength of the
Customer Relationship: A Hidden Markov Modeling Approach”
ISBM Academic Conference 2008,
San Diego, CA, Aug 2008.

“The Future of Marketing Strategy,”
AMA Summer Educators’ Conference, Pre-Conference Program,
Washington, D.C, Aug 2007.

“Managing a Research Center,”
AMA Summer Educators’ Conference
Washington, D.C, Aug 2007.

“Should Academicians Publish in Practitioner Journal,”
AMA Summer Educators’ Conference
Washington, D.C, Aug 2007.

“Will a Frog change into a Prince?”
Marketing Science Conference
Singapore, June 2007.

“The Power of CLV” at IBM,”
INFORMS Practitioner Conference
Vancouver, B.C., Canada, May 2007.

“Implementing CRM Strategies to Improve Performance Metrics”,
American Marketing Association MPlanet Conference,
Orlando, FL, November, 2006.

“Benchmarking Performance Metrics”,
AMA Summer Educator's Conference,
Chicago, Illinois, Aug 2006.

“Customer Management: Is it Truly Valuable to Retailers”,
AMA Winter Educator's Conference,
St. Petersburg, FL, Feb 16 -20, 2006.

“Managing CLV at IBM”,
Marketing Science Conference,
Pittsburgh, PA, June 8 -10, 2006.

“Linking CLV to Shareholder Value”,
Marketing Science Conference,
Pittsburgh, PA, June 8 -10, 2006.

“What Drives Cross-buy?”
Marketing Science Conference,
Pittsburgh, PA, 2006.

“Managing Customers’ Product Returns”
Marketing Science Conference,
Pittsburgh, PA, 2006.

“Linking Marketing-Mix Variables to Firm’s Performance”,
Marketing Science Conference,
Pittsburgh, PA, 2006.

“Modeling the Dependence in Timing, Incidence and Quantity”,
Decisions in a B-to-B Context”
Marketing Science Conference,
Pittsburgh, PA, 2006.

“Interaction Orientation: An Empirical Assessment”,
Marketing Science Conference,
Pittsburgh, PA, 2006.

“Targeting Customers Through Effective and Efficient Sales”,
Campaign Management", Yale Center for Customer Insight's 2nd
Annual Conference, New Haven, CT, May 4 - 6, 2006.

“Challenges for Metrics for Customer Selection”,
AMA Winter Educator's Conference,
St. Petersburg, FL, Feb 16 -20, 2006.

“Customer Management: Is it Truly Valuable to Retailers”,
AMA Winter Educator's Conference,
St. Petersburg, FL, Feb 16 -20, 2006.

“Will a Frog Change into a Prince: Predicting Changes in Customer
Profitability”,
AMA Winter Educator's Conference,
St. Petersburg, FL, Feb 16 -20, 2006.

“Profitable Management of Channel Adoption of Multichannel
Customers”,
AMA Winter Educator's Conference,
St. Petersburg, FL, Feb 16 -20, 2006.

“Thought Leadership Discussion on Direct & Interactive
Marketing”,
Academic Practitioner's Conference on Direct Marketing,
Williamsburg, VA, Jan 4 - 6, 2006.

“Predicting Channel Adoption timing and Customer Profitability”,
Marketing Science Conference,
Atlanta, Georgia, GA, June 16-18, 2005.

“Multichannel Shoppers: An Analysis of Behavioral
Characteristics”,
Marketing Science Conference,
Atlanta, Georgia, GA, June 16-18, 2005.

“Global Diffusion Modeling”,
International Symposium on Forecasting,
San Antonio, Texas, TX, June 12-15, 2005.

“Effect of Power Transformation on Bass Model Curves”,
International Symposium on Forecasting,
San Antonio, Texas, TX, June 12-15, 2005.

“A Purchase Sequence Analysis Framework for targeting
Customers, Products, Time Periods”,
AMA Winter Educators' Conference,
San Antonio, TX, February 2005.

“The Power of Customer Lifetime Value”,
AMA Winter Educators’ Conference,
San Antonio, TX, February 2005.

“Modeling International Takeoff using Diffusion and Econometric Approaches”,
AMA Winter Educators’ Conference,
San Antonio, TX, February 2005.

“Correlates of Multichannel Shopping Behavior,”
Marketing Science Conference,
Erasmus University, Rotterdam, Netherlands, June 2004.

“Integrated Marketing Strategies for Maximizing Customer Equity”,
Marketing Science Conference,
University of Maryland, College Park, Maryland, June 2003.

“Improving Marketing Productivity: Knowing When to Sell What to Whom?”,
Marketing Science Conference,
University of Maryland, College Park, Maryland, June 2003.

“Allocating Resources to Maximize the Customer Equity”,
Marketing Science Conference,
University of Maryland, College Park, Maryland, June 2003.

“A Comparison of Model and Estimation Methods in International Diffusion Research”,
Marketing Science Conference, University of Alberta, Edmonton,
Canada, June 2002.

“Loyalty - - At What Cost,”
Academy of Marketing Science Conference,
Sanibel Island, FL, May 2002.

“Unbiasing the Bias in the Estimates of the Bass Model: Power Transformations,”
Marketing Science Conference,
University of California, Los Angeles, California, June 2000.

“A New Class of Multidimensional Diffusion Models,”
Marketing Science Conference,
Syracuse University, Syracuse, New York, May 1999.

“A Customer Lifetime Value Model,”
Marketing Science Conference,
Syracuse University, Syracuse, New York, May 1999.

“Brand-Level Diffusion Models,”
Marketing Science Conference,
INSEAD, Fontainebleau, France, July 1998.

“Forecasting with Cross-National Diffusion Models,”
18th International Symposium on Forecasting,
Edinburgh, Scotland, June 1998.

“To Warranty or Not: A Multicultural Study,”
Marketing Science Conference,
Berkeley, CA, March 1997.

“SEM with Non-Normal and Categorical Variables: Implication for
Marketing,”
Marketing Science Conference,
Berkeley, CA, March 1997.

“Cross-National Diffusion Research: Is There Learning?”
Marketing Science Conference,
Gainesville, FL., March 1996.

“The Best of Research Developments Internationally,”
23rd MRSA Conference,
Sydney, Australia, October 1994.

“A Hierarchical Approach to International Market Entry Decisions:
An Empirical Investigation,”
Marketing Science Conference,
Tucson, AZ, March 1994.

“Modeling Diffusion of Scanner Technology: A Cross-National
Analysis of Diffusion Patterns,”
Marketing Science Conference,
St. Louis, MO, March 1993.

“Market and Retailer Induced Patterns of Elasticity Structure:
Implication for Retailers,”
Marketing Science Conference,
St. Louis, MO, March 1993.

“Do Successful Exporters have a Sustainable Competitive
Advantage over Non Successful Exporters?”
Marketing Science Conference,
London Business School, London, U.K, July 1992.

“A Re-Examination of the Market Share - Returns Relationship,”
ORSA/TIMS Conference,
Anaheim, CA.

“Brand Equity: Analyzing the Value of Brand for Brand Extensions,” Marketing Science Conference, Wilmington, DE, March 1991.

“A Model for Evaluating the Effectiveness of Coupon Promotions,” Marketing Science Conference, Wilmington, DE, March 1991.

“An Ecological Approach to Modeling Competitive Effects of Retail Promotions,” Marketing Science Conference, Wilmington, DE, March 1991.

“Explaining the Variation in the Correlates of Advertising and Promotional Expenditures to Sales across Consumer, Industrial and Service Markets: A Theoretical and Analytical Framework,” Marketing Science Conference, Urbana-Champaign, IL, March 1990.

“Evaluating the Impact of Type, Timing, Frequency and Magnitude of Promotions on Brand Sales,” Marketing Science Conference, Urbana-Champaign, IL March 1990.

“Modeling the Impact of Competitive Reaction on the Effect of Promotions: Empirical Results,” ORSA/TIMS Conference, New York, October 1989.

“A Manpower Allocation Model for Oil and Gas Exploration Based on Approximate Linear Models,” ORSA/TIMS Conference, New York, NY, October 1989.

“IMOS: A Multi-criteria International Market Opportunity Screening System,” International Workshop on Multi-criteria Decision Support, Helsinki, Finland, August 1989.

“A Model for Assessing the Effects of Competitive Reactivity on Retail Sales Promotions,” Marketing Science Conference, Durham, North Carolina, March 1989.

“Early Warning Indicators of Acquisition Activities,” ORSA/TIMS Conference, Denver, Colorado, October 1988.

“An Empirical Comparison of Techniques for Analyzing Categorical Data,”
ORSA/TIMS Conference,
Seattle, Washington, March 1988.

“Use of Brand Loyalty Indices for Market Segmentation,”
ORSA/TIMS Conference,
St. Louis, Missouri, October 1987.

“Forecasting Market Demand: A Vector Auto-Regressive Approach,” International Conference on Forecasting,
Boston, Massachusetts, 1987.

“Evaluating the Effects of Retail Store Promotions on Brand and Store Substitution,”
ORSA/TIMS Conference,
Miami, Florida, November 1986.

“Theory of Approximation Modeling,”
Marketing Science Conference,
Dallas, Texas, March 1986.

“A Sensitivity Analysis on the New Product Growth Models,”
ORSA/TIMS Conference,
Atlanta, Georgia, November 1985.

“Estimation of Nonlinear Models with Linear Approximation Procedures,”
Southwestern Marketing Association Annual Meeting,
San Antonio, Texas, March 1984.

“Modeling the Demand for Durables,”
Nov. 1983 ORSA/TIMS Conference,
Orlando, Florida.

“A Model of U.S. Automobile Demand,” presented at the 1983 International Symposium on Forecasting, June 1983, Philadelphia, Pennsylvania.

RESEARCH AWARDS:

Awarded \$12,000 from MSI for research on “Measuring Customer Referral Value in Online Social Networks”, 2008-2009.

Awarded \$14,100 from MSI, for research on “Linking CLV to Shareholder Value”, 2007-08.

Awarded \$40,000 from ISBM for winning the 2006 ISBM Academic-Practitioner Proposal Competition.

Awarded \$10,000 from the Marketing Science Institute, 2005-2006 for the research on “Interaction Orientation.”

Awarded \$7,300 from the TeraData Center for Customer Relationship Management at Duke University, 2003-2004, for the research on “Targeting the Right Product to the Right Customer at the Right Time.”

Awarded \$16,000 from the Marketing Science Institute, 2002-2003, for the research on “Improving Marketing Productivity: Knowing When to Sell What to Whom?”

Awarded \$10,000 from the Tera Data Center for Customer Relationship Management at Duke University, 2001-2002, for the research on “Integrated Marketing Strategies for Maximizing Customer Equity.”

Awarded \$12,500 from Northwestern University, 2000-2001, for research on “The Impact of Coupon Elasticity on Profitability.”

Small Grants Program,
University of Houston, 1999-2000, 2000-2001.

Limited Grant-in-Aid Research Grant,
University of Houston, 1987-90, 1991-1992, 1993-96, 1998-99.

Faculty Development Leave
University of Houston, Fall 1994.

International Enrichment Program,
University of Houston, 1993-94.

Presidential Research Enhancement Fund,
University of Houston, 1991-92.

Office of Sponsored Programs,
University of Houston, 1990-91.

Summer Research Grant,
University of Houston, 1989-93, 1995.
Summer Research Grant,
University of Iowa, 1986.

Old Gold Fellowship,
University of Iowa, 1986, 1987.

Faculty Scholarly Activities Fund,
University of Iowa, 1985-86, 1986-87.

Marketing Science Institute,
Boston, Massachusetts, 1984-86.

RESEARCH INTERESTS:

Customer Loyalty in a Multichannel Shopping Environment.

The Impact of E-Commerce and M-Commerce on Consumer Choice Process.

Global Diffusion Models and Marketing Mix Diffusion Models.

Analyzing the Effect of Promotional Variables on Market Share Models, Brand Choice Process and Store Choice Process.

Developing Alternative Methodology for Product Positioning and Market Segmentation.

Application of Quantitative Techniques to Strategic Planning.

Construction of Models Based on Utility functions for Managerial Decision Making.

Developing Decision Support Systems for Marketing Models.
Evaluation of the Factors Influencing Foreign Market Entry.

Internationalization of Small Businesses.

BOOKS:

Published:

Aaker, David A., **V. Kumar**, George S. Day and Robert P. Leone (2010), "**Marketing Research**," 10th edition, John Wiley and Sons, New York, NY.

Kumar, V. (2008), "**Managing Customers for Profit**," 1st edition, Wharton School Publishing, Philadelphia, PA.
(Translated and published in 6 foreign languages)

Kumar, V. (2008), "**Customer Lifetime Value: The Path to Profitability**", NOW Publishers, Inc., The Netherlands.

Aaker, David A., **V. Kumar** and George S. Day (2007), "**Marketing Research**," 9th edition, John Wiley and Sons, New York, NY.
(Translated and published in 6 foreign languages).

Kumar, V. and Werner Reinartz (2006), "**Customer Relationship Management: A Databased Approach**", John Wiley and Sons, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (2004), "**Marketing Research**," 8th edition, John Wiley and Sons, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (2003), "**Marketing Research**," 1st edition, In *Macedonian*, John Wiley and Sons, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (2003), "**Marketing Research**," 1st edition, In *Russian*, John Wiley and Sons, New York, NY.

Kumar V., David A. Aaker and George S. Day (2002), "**Essentials of Marketing Research**," 2nd Edition, John Wiley and Sons, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (2001), "**Marketing Research**," 7th edition, John Wiley and Sons, New York, NY.

Kumar, V. "**International Marketing Research**," (2000), Prentice-Hall, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (2000), "**Marketing Research**," 1st edition, In *Portuguese*, John Wiley and Sons, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (2000), “**Marketing Research**,” 4th edition, In *Spanish*, John Wiley and Sons, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (2000), “**Marketing Research**,” 1st edition, In *Chinese*, John Wiley and Sons, New York, NY.

Kumar, V., David A. Aaker, and George S. Day (2000), “**Essentials of Marketing Research**,” 1st edition, In *Chinese*, John Wiley and Sons, New York, NY.

Kumar V., David A. Aaker, and George S. Day (1999), “**Essentials of Marketing Research**,” 1st edition, John Wiley and Sons, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (1998), “**Marketing Research**,” 6th edition, John Wiley and Sons, New York, NY.

Aaker, David A., **V. Kumar** and George S. Day (1995), “**Marketing Research**,” 5th edition, John Wiley and Sons, New York, NY.

Leone, Robert P. and **V. Kumar**, “**Information Explosion in Marketing**,” **Editors** of the Proceedings of the 1992 AMA Summer Educators' Conference, Chicago, IL.

Book Chapters:

Kumar, V., “Customer Relationship Management” in **Wiley International Encyclopedia of Marketing**, forthcoming, John Wiley & Sons.

Kumar, V. and Bharath Rajan “A Strategic Approach to Drive Profits: Defining, Measuring and Managing Customer Value”, forthcoming, in **Next Practices in Marketing**, eds., Greg M. Thomas and Raj Srivastava.

Kumar V., “Relationship Marketing,” in **The Handbook of Marketing**, forthcoming, Editors: Rajiv Grover and Naresh Malhotra, Prentice Hall: New Jersey.

Kumar V., (2008) “Methodological and Conceptual Foundations in International Marketing,” in **The Handbook of International Marketing**, Sage Publications: California.

Kumar V., (2006), “Relationship Marketing,” in **Foundation of Marketing (2E)**, edited by Pride & Ferrell, Houghton-Mifflin.

Kumar V., (2006), “Customer Lifetime Value,” in **The Handbook of Marketing Research**, Editors: Rajiv Grover and Marco Vriens, Sage Publications: California, pp. 602 – 627.

Kumar V., (2006), “International Marketing Research,” in **The Handbook of Marketing Research**, Editors: Rajiv Grover and Marco Vriens, Sage Publications: California, pp. 628 – 645.

Kumar V. and Girish Ramani, (2006), “Interaction Orientation: A *New Marketing Competency*,” in the book on **Does Marketing Need Reform?** Editors: Jag Sheth and Raj Sisodia, M.E. Sharpe Inc.: New York, pp. 109 – 118.

Rust, Roland, Linda Price and **V. Kumar**, (1986), “Brain Wave Analysis of Consumer Responses to Advertising,” in **Advertising and Consumer Psychology**, edited by J. Olson et al., Praeger Publishers: New York.

Book Reviews:

Kumar, V. (1996), “A Review of Introduction to Marketing Research: Using the SAS System,” and “A step-by-step Approach to Using the SAS System for Univariate and Multivariate Statistics,” **Journal of Marketing Research**, Vol.33 (February), pp119-121.

BOOKS-in-Progress:

Kumar, V. “Statistical Methods in CRM for Business Applications.”

PUBLISHED CASES:

Kumar, V. (2006), “Sirius Vs XM: Battle for Hear Share”, for Classroom Discussion.

Kumar, V. and Rajkumar Venkatesan, “Dell in Latin America?,” in **International Marketing Research** (2000), Upper Saddle River, NJ: Prentice Hall.

Kumar, V. and Rajkumar Venkatesan, “Phillip Morris Enters Turkey,” in **International Marketing Research** (2000), Upper Saddle River, NJ: Prentice Hall.

Kumar, V. and Rajkumar Venkatesan, “Global Worker Stereotypes,” in **International Marketing Research** (2000), Upper Saddle River, NJ: Prentice Hall.

Kumar, V. and Rajkumar Venkatesan, “Blockbuster Marches Ahead,” in **International Marketing Research** (2000), Upper Saddle River, NJ: Prentice Hall.

Kumar, V. and Rajkumar Venkatesan, “Caring Children's Hospital,” in **International Marketing Research** (2000), Upper Saddle River, NJ: Prentice Hall.

Kumar, V. “Promotion of Rocket Soups,” in **Marketing Research**, 1995, V and VI Edition, by Aaker, Kumar and Day, New York, NY: John Wiley & Sons, Inc.

Kumar, V. “Phillips Electronics NV,” in **Marketing Research**, VI Edition (1998) by Aaker, Kumar and Day, New York, NY: John Wiley & Sons, Inc.

Kumar, V. “Acura,” in **Marketing Research**, VI Edition (1998) by Aaker, Kumar and Day, New York, NY: John Wiley & Sons, Inc.

Kumar, V. and Rajkumar, Venkatesan, “Caring Children’s Hospital,” in **Essentials of Marketing Research** (1999) by Kumar, Aaker and Day, New York, NY: John Wiley & Sons, Inc.

TEACHING

COURSES TAUGHT:

- Doctoral:** New Products Management, Marketing Models, Research in Marketing Strategy, Multivariate Statistical Methods in Marketing, International Marketing Strategy, Research Seminar in Marketing, Survey Research Methods.
- Masters:** Database Marketing, Product and Innovation Management, Customer Relationship Management, Marketing Research, Product Policy, Marketing Management, Marketing Strategy, International Marketing Research, Projects in Marketing Research, Management of Marketing Information.
- Bachelors:** Marketing Research, Marketing Management, International Marketing Research, Information for Marketing Decisions.

IMPROVEMENTS AND INNOVATIONS IN TEACHING:

Winner of the *Governor of the State of Connecticut Teaching Excellence Award* in 2007.

Winner of the Graduate **Teaching Excellence Award** in 2007 at the University of Connecticut.

Winner of the **MBA Teacher of the Year Award**, University of Connecticut, 2006-07.

Prepared a book of notes containing concepts and examples for each of the courses taught that are easy to read for the students (potential candidates for textbooks and students' workbooks).

Based on the students' evaluation of teaching effectiveness of the professors obtained consistently for over 20 years, a Teacher Rating of over the 90th percentile for all the **twenty-one** courses taught in the Bachelors, Masters' and Doctoral program.

Won the College of Business **Melcher Teaching Excellence** for five years 1990-91, 1991-92, 1992-93, 1993-94, and 1995-96 at the University of Houston.

Won the **University-wide Teaching Excellence Award** for the academic year 1991-92 at the University of Houston.

Recognized as the **1994 Nations Bank Master Teaching Fellow** at the University of Houston.

Recognized with **1996 Melcher Award for Faculty Excellence in Teaching** at the University of Houston.

TEACHING IN EXECUTIVE PROGRAMS:

“Managing Brands and Customers for Profit”
MBCE, Denmark,
Executive Education Program, November 2009.

“Managing Brands and Customers for Profit”,
Texas Farm Bureau, Georgia State University,
Executive Education Program, September, 2009.

“Managing Brands and Customers for Profit”
Deutsche Post, Konegstein, Germany,
Executive Education Program, September 2009.

“Managing Brands and Customers for Profit”,
Kuala Lumpur, Malaysia,
Executive Education Program, July 2009.

“Can B2B Marketing be made Accountable and Profitable”,
Harvard Business School
Executive Education Program, June 2008.

“Strategies to Manage Growth and Innovation”,
GE Leadership, Innovation and Growth Program,
New Delhi, India, January 2008.

“Managing Customers for Profit”,
Hanken Executive MBA Program,
Swedish School of Economics,
Helsinki, Finland, Sept 2007.

“Customer Satisfaction, Trust and Value”,
Financial Services Research Forum
London, U.K., July 2007.

“Managing Customers for Profits”,
Executive Advantage series
University of Connecticut, Storrs, CT, April 2007.

“Implementing CLV-Based Strategies”,
Turkcell Executive Program
Istanbul, Turkey, Nov 2006.

“Managing Customers for Growth and Profit”,
HSBC CEOs Executive Program organized by Duke Corporate
Education, Delhi, India, October 2006.

“Measuring and Managing Customer Profitability”,
AMA School of Marketing Research Workshop organized by
American Marketing Association, Atlanta, GA, November 2005.

“Linking Loyalty and Profitability through Customer Lifetime
Value”,
AMA School of Marketing Research Workshop organized by
American Marketing Association, Athens, GA, November 2004.

“Exploiting Customer Lifetime Value”,
The Hartford BMCP Executive Program organized by the
University of Connecticut, Hartford, CT, October 2004.

“Customer Intimacy: The Path to Profitability”,
ING CEOs Executive Program organized by Duke Corporate
Education, Mumbai, India, October 2004.

“Maximizing Customer Profitability & Tracking Performance of
Customer Management Strategies”,
The 2004 Marketing Information Integration Conference,
The Conference Board, Chicago, IL, June 2004.

“Customer Loyalty and Profitability”,
American Marketing Association Advanced School of Marketing
Research
University of Georgia, Athens, GA, April 2004.

“Advancing Customer Lifetime Value”,
American Marketing Association Advanced School of Marketing
Research
University of Georgia, Athens, GA, April 2004.

“Linking Loyalty and Profitability”,
American Marketing Association Advanced School of Marketing
Research
University of Georgia, Athens, GA, November 2003.

“Measuring Customer Lifetime Value”,
American Marketing Association Advanced School of Marketing
Research
University of Georgia, Athens, GA, November 2003.

“Implementing Customer Lifetime Value”,
American Marketing Association Advanced School of Marketing
Research
University of Georgia, Athens, GA, November 2003.

“Exploiting Customer Lifetime Value”,
The Hartford BMCP Executive Program organized by the
University of Connecticut, Hartford, CT, October 2003.

“Maximizing Profits with Customer Value”,
The 2003 Customer Loyalty Conference, The Conference Board,
NY, May 2003.

“Customer Loyalty,”
American Marketing Association Advanced School of Marketing
Research
University of Georgia, Athens, GA, April 2003.

“Customer Profitability,”
American Marketing Association Advanced School of Marketing
Research University of Georgia, Athens, GA, April 2003.

“Customer Relationship Management: Process and Strategy”,
American Marketing Association Customer Relationship
Management, University of Georgia, Athens, GA, March 2003.

“Customer Loyalty,”
American Marketing Association Advanced School of Marketing
Research University of Georgia, Athens, GA, November 2002.

“Customer Profitability,”
American Marketing Association Advanced School of Marketing
Research University of Georgia, Athens, GA, November 2002.

“An Optimal Resource Allocation Model for Maximizing Customer
Equity,”
Kellogg Graduate School of Management Northwestern University,
Evanston, IL, October 2002.

“A Model of Customer Lifetime Value,”
Yeck Center for Executive Education in Direct Marketing Harvard
Business School, Cambridge, MA, June 2001.

“The Practice of Internationalization,”
Shell Executive Development Program
University of Houston, October 2000.

“Internationalization of Business Process and Methods,”
Shell Executive Development Program, University of Houston,
January 2000.

“Using Marketing Research to Assess and Penetrate Latin America,”
Institute for International Research, Miami, FL, 1997.

“Conducting Marketing Research for Global Penetration,”
Institute for International Research, San Francisco, CA, 1997.

“The Practice of International Marketing Research,”
Washington University, St. Louis, April 1996.

“New Product Development Process,”
Frank Small and Associates, Sydney, Australia, 1995.

“Customer and Continuous Quality Improvement Process,”
University of Houston, Spring 1995.

“The Role of Customers in the CQI Process,”
University of Houston, Fall 1994.

“Application of Marketing Research in New Product Design
Process,”
University of Houston, 1994.

“Listening to the Voice of the Market - II,”
IESE, Barcelona, Spain, Fall 1992.

“Analyzing the Value of Brands,”
IESE, Barcelona, Spain, Summer 1992.

“Listening to the Voice of the Market - I,”
IESE, Barcelona, Spain, Fall 1991.

INVITED LECTURES:

“The Practice of International Marketing Research,”
Lecture given at the September 1997 American Marketing
Association Houston Chapter's Workshop, Houston, TX.

“Advances in Marketing Research”,
Lecture given at the 1996 American Marketing Association's
Workshop, San Diego, CA.

“Marketing Segmentation and Target Marketing,”
Lecture given at the December 1995 American Marketing
Association Houston Chapter's Workshop, Houston, TX.

“Obtaining Funds for Research and Writing Research Proposals,”
Lecture given at the Doctoral Colloquium, Southwestern Marketing
Association, Houston, 1995.

“Brand Equity: Meaning and Measurement,”
Lecture given at the Doctoral Colloquium, Southwestern Marketing
Association, Houston, 1991.

SERVICE

PROFESSIONAL ACTIVITIES:

Chair,

ISMS Doctoral Dissertation Proposal Competition, 2010.

Chair,

ISMS- MSI Practice Prize Competition,
MIT, Cambridge, MA, 2009-2010.

Vice President,

Practice INFORMS Society on Marketing Science, 2009-

Board Member,

Marketing Accountability Standards Board
Chicago, IL, 2008-

Member,

ISBM-IPSS Advisory Board
Penn State University,
State College, PA, 2007-

Co-Chair,

First AMA Knowledge Development Coalition Conference on
“Marketing-Mix Resource Allocation and Planning”, Atlanta, GA,
July 2008.

Member,

AMA Finance & Audit Committee, 2007-

Member,

AMA Knowledge Development Coalition, 2005 –

Member,

AMA M-Planet Conference Organizing Committee, 2006 -

Elected Member,

American Marketing Association Academic Council, 2005 -

Panel of Judges,

Marketing Strategy Award for Early Contributions, 2003 -

Panel of Judges,

General Motors Marketing Research Competition, March 2003.

Panel of Judges,

*Marketing Science Institute Competition on Marketing Metrics,
2002 - 03.*

Guest Editor,

Journal of Marketing, 2006 -Present
Journal of Marketing Research, 2005 -Present
Journal of Service Research, Special Issue on
“Managing Customers for Value”, 2006.
Journal of Retailing, Special Issue on
“Customer Experience Management in Retailing”, 2008.

Guest Editor,

Special Issue of *International Journal of Forecasting* (2002) on
Forecasting in Telecommunication.

Associate Editor,

International Journal of Forecasting
Journal of Retailing

Guest Associate Editor,

Journal of Marketing Research, 2005 – Present
Marketing Science, 2006 – Present

Editorial Review Board,

Marketing Science
Journal of Marketing
Journal of Marketing Research
Journal of Retailing
Journal of Interactive Marketing
Journal of Business Research
Journal of International Marketing
Journal of the Academy of Marketing Science
International Journal of Internet Marketing and Advertising
Journal of World Business, 1996 – 1998
(formerly *Columbia Journal of World Business*)
Industrial Marketing Management
European Business Review

Advisory Board,

Journal of Relationship Marketing

Ad hoc Reviewer, 1987 - :

Marketing Science
International Journal of Research in Marketing
Journal of International Business Studies
Management Science
IEEE Transactions on Engineering Management
Journal of Strategic Marketing
Journal of Advertising
Journal of Retailing and Consumer Services
OMEGA

Marketing Research: A Magazine of Management and Applications.

Co-Chair,

Thought Leadership Conference on “Retailing: Managing the Customer Experience,” Sponsored by AMA, MSI, Babson College, MA, April 2008.

Co-Chair

MPlanet Session at the AMA
AMA Winter Educator’s Conference,
San Diego, February 2007.

Co-Chair,

AMA Sheth Doctoral Consortium
Sponsored by AMA, The Sheth Foundation, University of Connecticut School of Business and MSI, University of Connecticut, July 2005.

Chair,

Marketing Track, International Symposium on Forecasting
San Antonio, TX, June 2005.

Co-Chair,

Thought Leadership Conference on “Managing Customers for Value” Sponsored by AMA, MSI and ING Center for Financial Services, University of Connecticut, September 2005.

Member,

INFORMS Committee of Conferences, 2002-2004.

Track Co-Chair,

E-commerce and Technology
American Marketing Association’s Summer Educators’ Conference,
2004, Boston, MA.

Track Co-Chair,

Research Methodology
Academy of Marketing Science Conference, Summer 2002
Sanibel Island, Florida.

Track Chair,

Market Intelligence, Marketing Research and Organizational Learning Processes,
American Marketing Association's Winter Educators' Conference,
1999, St. Petersburg, FL.

Reviewer,

AMA Educator's Conference, 1987 - 91.
Academy of Marketing Science Conference, 1989.

Blue Ribbon Panel,

Selection of the Best Paper in the AMA Summer Educator's Conference, 1991, 1995.

Conference Co-Chairman,

American Marketing Association's Summer Educators' Conference, Chicago, 1992.

Officer,

American Marketing Association Education Council, 1993 - 94.

Vice President, International Activities

Academic Council, American Marketing Association, 1996-98.

Senior V.P. Conferences & Research,

Academic Council, American Marketing Association, 1994 - 96.

Chair,

The task force entrusted with formulating a new AMA Doctoral Consortium Policy, 1995-96. Formulated new policies for organizing joint conferences with AMA. Developed formal guidelines for organizing AMA Faculty Consortium.

Chair,

Academy of Marketing Science Faculty Consortium on *Internationalizing the Marketing Curriculum*, 1996. Phoenix, AZ.

Chair,

Special Interest Group Track, AMA Winter Educator's Conference, St. Petersburg, FL 1997.

Chair,

Telecommunications Track in the Conference "*Doing Business in India: The Texas Connection*," State of Texas, Austin, Fall 1996.

Chair,

Energy Track in the Conference "*Doing Business in India: The Texas Connection*," State of Texas, Arlington, Fall 1997.

PROFESSIONAL AFFILIATIONS:

American Marketing Association.

INFORMS.

Academy of Marketing Science.

International Institute of Forecasters.

Direct Marketing Association.

SERVICE ACTIVITIES:

Community:

Member,
Insurance and Financial Services Related Task Force
Organized by the Hartford Chamber of Commerce, CT.
2001 -2007.

University:

College of Business Representative,
University Research Council
University of Houston, 1996 – 2001.

Chairman,
Limited Grant-in-Aid committee
University Of Houston, 1998 – 2000.

Member,
GEAR Grants Committee
University of Houston, 1999 – 2001.

Member,
Task Force for Research Incentives and Productivity,
University of Houston, 1997 –99.

Reviewer for Research Proposals,
Research Initiation Grant and PEER Grant
University of Houston, 1995 – 2001.

Limited Grant-in-Aid Program, Subcommittee
University of Houston, 1993 – 94.

Limited Grant-in-Aid Program, Full-committee
University of Houston, 1993 – 94.

Athletic Marketing Advisory Board
University of Houston, 1990 – 92.

College:

Director,
Doctoral Program in Marketing
Georgia State University, 2009-

Member,
Dean Search Committee
University of Connecticut, 2006-2007.

Member,
Review of Financial Accelerator Committee
University of Connecticut, 2006-2007.

Member,
Promotion & Tenure Review Committee
University of Connecticut, 2005-2007.

Co-Chair,
Promotion & Tenure Review Process Committee
University of Connecticut, 2004 – 2005.

Member,
Dean Search Committee
University of Connecticut, 2002 – 2003.

Member,
Fox Chair Search Committee
University of Connecticut, 2002 – 2004.

Member,
Masters Curriculum Committee
University of Connecticut, 2002 – 2007.

Member,
Sponsored Research Grants Committee
University of Connecticut, 2001 – 2003.

Panel Member,
Junior Faculty Workshop
University of Houston, 2000.

Member,
Task Force for Enhancing Faculty Scholarship
University of Houston, 1999-2000.

Chairman,
Task Force for creating Undergraduate Major in International
Business
University of Houston, 1998 – 1999.

Member,
Dean Search Committee
University of Houston, 1998 – 2000.

Chairman,
Scholarships and Fellowships Committee
University of Houston, 1993 – 2001.

Member,
Staff Awards Excellence Committee
University of Houston, 1997.

Member,
Ph.D. Curriculum Committee
University of Houston, 1992 – 1997.

Member,
Evaluation of Teaching Effectiveness Committee
University of Houston, 1994 – 1997.

Member of the Board,
Institute for Health Care Marketing
University of Houston, 1987 – 2001.

Member of the Advisory Council,
Institute for Business, Ethics, and Public Issues
University of Houston, 1988 – 2001.

Judge and Chair, Retailing Category,
Houston Awards for Quality,
University of Houston, 1992 – 1994.

Judge and Chair, Retailing Category,
BBB/CBA/Channel 11 Spirit of Texas Awards for Quality
University of Houston, 1991 – 1992.

Member,
Research and Instructional Computing Services Committee
University of Houston, 1990 – 1992.

Member,
Scholarships and Fellowships Committee
University of Houston, 1988 – 1993.

Member,
Academic Honesty Committee
University of Houston, 1987 – 1988.

Member,
Computer Resources Committee
University of Iowa, 1986 – 1987.

Department:

Chair,
Faculty Recruiting Committee,
Georgia State University, 2009 – 2010.

Member,
Faculty Recruiting Committee,
Georgia State University, 2008 – 2009

Member,
Promotion & Tenure review Committee,
University of Connecticut, 2007 – 2008.

Member,
Promotion & Tenure review Committee (Non-voting member),
University of Connecticut, 2006 – 2007.

Member,
Recruiting Committee,
University of Connecticut, 2006 – 2007.

Member,
Recruiting Committee,
University of Connecticut, 2004 – 2005.

Member,
Doctoral Program Task Force,
University of Connecticut, 2002 – 2003.

Director of the Doctoral Program,
University of Houston, 1992 – 1997.

Promotion & Tenure Committee,
University of Houston, 1992 – 1996, 1997 – 2001.

Chair,
Task force to revise the Ph.D. Program in Marketing
University of Houston, 1993 – 1994.

Developed contacts with both national and local supermarket chain stores and leading marketing research firms such as Information Resources, Inc. and A. C. Nielsen to obtain necessary data for research activities, University of Houston, 1988 – 2001.

Computer Resources Committee
University of Houston, 1989 – 1994.

Faculty Recruiting Committee
University of Houston, 1989 – 2001.

Marketing Chair Selection Committee
University of Iowa, 1986 – 1987.

Department,
College,
University:

As the Director of Marketing Research Studies, directed Marketing Research projects resulting in revenues exceeding \$200,000 over eighteen years for the Marketing Department at the University of Houston and at the University of Connecticut.

Clients include Farmers' Insurance, Mincomp, Talent Tree, Houston Astros, Coco-Cola Foods, American Airlines, The Houston Business Council, The Daily Cougar Newspaper, Baker-Hughes, Compaq Computer, Houston Northwest Medical Center, Baby Guard Manufacturing, Inc. (a Canadian firm), Port City Bank, College of Business Administration, and College of Optometry at the University of Houston, etc.

Conference Chairman: Texas Faculty Research Colloquium, University of Houston, 1989.

Conference Chairman: University of Houston Doctoral Symposium, Houston, TX. 1989, 1990, 1991, 1992.

Dissertation Committee: Abhijit Biswas (1987-88), Ashok Subramanian (1989-92).

Dissertation Chairman: Arun Pereira (1990-91).
Kiran Karande (1992-93).
Jaishankar Ganesh (1994-95).
John Gaskins (1991-95).
Velavan Subramaniam (1996-97).
Werner Reinartz^a(1998-99).
Rajkumar Venkatesan^b (2001-2002).
Girish Ramani^c (2005-06).
Andrew Petersen^g (2007-2008).
Morris George^d (2007-2008).
Denish Shah^e (2007-2008).
Anita Man Luo^f (2009-2010)

a) **Werner Reinartz** won the 1999 John A. Howard Doctoral Dissertation Award from the American Marketing Association, Chicago, IL.

Werner Reinartz is the recipient of the Varadarajan Early Career Contribution Award from AMA, Summer 2009.

b) **Rajkumar Venkatesan** won the 2001 Alden Clayton Doctoral Dissertation Award from the Marketing Science Institute, Cambridge, MA.

Rajkumar Venkatesan also won the 2001 ISBM competition organized by Penn State University for the best dissertation proposal.

Rajkumar Venkatesan was selected to participate in the 2009 Young Scholars' MSI Conference.

c) **Girish Ramani** won the best paper award for the paper based on his dissertation proposal at the 2006 American Marketing Association's Winter Educator's Conference.

d) **Morris George** won the honorable mention award for the 2007 Levy & Weitz Doctoral Dissertation proposal from the American Marketing Association Retailing SIG.

e) **Denish Shah** has been recognized as the winner for the 2008 Levy & Weitz Doctoral Dissertation proposal from the American Marketing Association Retailing SIG.

Denish Shah has been recognized as the winner for the 2008 ISBM Doctoral Dissertation proposal Competition, Penn State University, PA.

Denish Shah is the Runner up for the 2009 Mary Kay Cosmetics Doctoral Dissertation Award, Academy of marketing Science.

f) **Anita Man Luo** has been recognized as the Winner of the first ever Shanker-Spiegel Award for the Best Doctoral Dissertation Proposal from the DMEF in 2008.

Anita Man Luo is a finalist for the 2010 Mary Kay Cosmetics Doctoral Dissertation Award.

g) One of the papers based on **Andrew Petersen's** dissertation was adjudged the Best Paper in the Retailing Track and Best Overall Conference Paper at the 2008 AMA Summer Educators' Conference, San Diego, CA.

Andrew Peterson is the Winner of the 2009 Mary Kay Cosmetics Doctoral Dissertation Award.