Dr. V. Kumar (VK)

www.drvkumar.com
www.vkclv.com



Professor of Marketing, &
Goodman Academic-Industry Partnership Professor
Goodman School of Business
Brock University, St. Catharines, ON, Canada

Email: drvk44@gmail.com and vk@brocku.ca

This document contains:

- Quick Facts
- Brief Resume
- Detailed Vita

November 2026

QUICK FACTS ABOUT DR. KUMAR'S LIFETIME CAREER CONTRIBUTIONS

Quick Facts about Dr. Kumar's Lifetime Career Contributions

- ✓ Selected as a ***"Marketing Legend"*** and is featured in the "*Legends in Marketing*" series, Jagdish Sheth (editor) as one of the 8 Legends along with Phil Kotler, Paul Green, Jerry Zaltman, Jagdish Sheth, and Jerry Wind.
- ✓ Held several **Distinguished Faculty** positions for many years in the U.S. at Univ of Houston, Univ of Connecticut, Georgia State University, and St. John's University.
- ✓ Recipient of the 2022 **AMA Foundation's Charles Coolidge Parlin Award** **(oldest and most distinguished in Marketing)**
- ✓ 2019 ***AMA Higher Education SIG's*** Lifetime Achievement Award
- ✓ Inducted into the inaugural ***Analytics Hall of Fame,*** 2019 (with Tom Davenport, and Beth Comstock)
- ✓ ***Ranked consistently as one of the top scholars in the marketing field*** for publications in the top 4 premier marketing journals by the American Marketing Association over a rolling period of the last 10 years
- ✓ ***Editor-in-Chief*** of the Journal of Marketing, April 1, 2014 – June 30, 2018
- ✓ Recipient of 25 ***Lifetime Achievement Awards/Recognitions*** (for contributions to various areas of Marketing,), and ***3 Fellowship Appointments.***
- ✓ Recipient of the 2024 **Distinguished Researcher and Creative Activity Award,** Brock University, ON Canada
- ✓ Recognized as the **Hagler Fellow**, Hagler Institute for Advanced Study, TAMU, College Station, TX
- ✓ Recognized as the **Fellow** of the American Marketing Association
- ✓ Recognized with the highest honor from the Ministry of Education, China as the ***Chang Jiang Scholar***, for the period 2013 - present
- ✓ Recognized with the highest honor from Singapore Management University as the ***Lee Kong Chian Fellow***
- ✓ Recognized with the highest honor from the Huazhong University of Science and Technology, China as the ***Distinguished University Professor***, for the period 2016 - present
- ✓ Recognized as ***Regents' Professor***- highest honor given to a professor in the University System of Georgia, 2013-2020
- ✓ Honored in China by naming a collaborative research institute at HUST as the ***V. Kumar International Marketing Science Institute***
- ✓ Published ***over 300 articles*** in the form of journal papers, conference proceedings, research reports, book chapters and case studies; including ***35 books, including 3 books*** *that are* ***translated*** *into six languages worldwide.*
- ✓ Author/Co-author of over ***20 Best Paper Awards*** in premier journals
- ✓ ***12-time finalist*** for Best Paper Awards in premier journals
- ✓ **American Marketing Association has instituted an award to recognize my dedicated mentoring of doctoral students and colleagues in marketing and other disciplines in 2018** (https://www.ama.org/v-kumar-award-for-service-to-marketing-scholarship/)
- ✓ ***Winner*** of the **2013** ***Outstanding Service Excellence Award,*** **2012** ***Outstanding Teaching Excellence Award,*** **2011** ***Outstanding Research Excellence Award,*** J. Mack Robinson College of Business, Georgia State University
- ✓ ***Winner*** of the **2012** ***Paul D. Converse Award*** **(For Advancing the Field of Marketing)**
- ✓ ***Winner*** of the **2011-12** ***Gary L. Lilien ISMS-MSI Practice Prize Award*** **(Implementation of Best Marketing Science)**
- ✓ ***Winner*** of the **2011** ***Sheth Foundation/Journal of Marketing Award*** **(Long Term Impact)**
- ✓ ***Winner*** of the **2009** ***Sheth Foundation/Journal of the Academy of Marketing Science Award*** **(Most Impactful Article)**
- ✓ ***Five times consecutive finalist*** for the ***Gary L. Lilien*** ISMS-MSI Practice Prize Award
- ✓ Recipient of ***11 Teaching Excellence Awards*** *(including from the* ***Governor of Connecticut****)*
- ✓ Taught in over ***30 countries,*** and over *24 courses* across Bachelors, Masters and Doctoral programs worldwide
- ✓ Supervised over ***16 award-winning*** doctoral dissertations
- ✓ Served/serving on several ***academic and corporate boards***
- ✓ Serving on ***Editorial Review Boards*** of *12 scholarly journals*
- ✓ ***Created Business Impact*** through Implementation of over ***2 billion dollars*** in incremental revenue through implementation of marketing science models/methods
- ✓ Consistently featured in ***Marquis Who's Who in the World, Who's Who Among the Most Admired Men & Women of the Decade, Who's Who Among Business Leaders, Who's Who Among Asian Americans, Who's Who Among Global Business Leaders, and Who's Who Worldwide***
- ✓ Conferred the title of ***"Marketing Guru"*** by the Indian Institute of Technology Alumni Association, India
- ✓ Conferred with ***"Bharat Gaurav Award,"*** and ***"Hind Rattan Award"*** from the *Union Ministers of the Government of India in 2009*
- ✓ Conferred with "***Pravasi Achievers Gold Medal***" at the House of Lords, U.K. in 2010; and ***"Glory of India Award,"*** , U.K., 2010
- ✓ Conferred with ***"Best Professor in Marketing"*** Trophy and certificate by the Asia's Best Business School Awards Program organized by the CMOAsia.Org in Singapore 2010, (**Repeat Winner** - Kuala Lumpur 2013 – WMS)
- ✓ Graduated with ***"Honors"*** in the Bachelors Program and ***First Rank Gold Medal***, Master's Program, Indian Institute of Technology, India
- ✓ Recognized as a ***Distinguished Marketing Doctoral Student Alumni***, University of Texas at Austin

BRIEF RESUME

V. KUMAR, Ph.D.
Brief Resume

www.drvkumar.com; and www.vkclv.com

Dr. V. Kumar (VK) is the Goodman Academic-Industry Partnership Professor of Marketing, Goodman School of Business, Brock University, St. Catharines, ON, Canada. He holds/has held several Fellowships including the Distinguished Term Professor, and Senior Fellow, Indian School of Business, India; Distinguished Fellow (MICA, India); HUL Visiting Chair Professor (IIM Ahmedabad, India); Distinguished Visiting Professor, IIM Bangalore; and Distinguished Professor of Research (WE School, India). He was previously the Salvatore Zizza Professor of Marketing at St. John's University, New York; Regents' Professor; Richard and Susan Lenny Distinguished Chair & Professor of Marketing, Executive Director, Center for Excellence in Brand & Customer Management, and the Director of the Ph.D. Program in Marketing at the J. Mack Robinson College of Business, Georgia State University. Prior to that, VK was the ING Chair Professor, and Executive Director, ING Center for Financial Services at the University of Connecticut, Storrs, Connecticut.

A member of Phi Kappa Phi Honor Society, Dr. Kumar received his *Bachelors* in Engineering (with **Honors**) and *Masters* in Industrial Management (with **Distinction and First Rank**) from the Indian Institute of Technology, and his *Ph.D.* in Marketing from the University of Texas at Austin.

Dr. Kumar teaches a variety of courses including Strategic Customer Analytics, Brand Management, Marketing Strategy, Database Marketing, E-Marketing, Customer Relationship Management, New Product Management, Marketing Models, International Marketing Strategy, International Marketing Research and Multivariate Methods in Business. Dr. Kumar has taught in the MBA Programs in Australia, France, India, Spain, Holland, and Hong Kong. Dr. Kumar has lectured on marketing related topics at various universities in the U.S., **Europe** (including University of Cambridge, Brunel, Leeds University Business School, Manchester, Lancaster, Newcastle University, U of Glasgow, Strathclyde University, and London Business School in the U.K.; INSEAD in France; IESE-Barcelona and University of Zaragoza in Spain; University of Kiel and University of Munster in Germany; Tilburg University and Nijenrode University in the Netherlands; Hanken Business School, Finnish School of Business and Turku School of Business in Finland; Catholic University at Leuven in Belgium; Lancaster University, University of Leeds, and Brunel University in the United Kingdom; and Stockholm School of Economics in Sweden), **China** (Fudan University, Huazhong University of Science and Technology, Tsinghua), **India** (Indian School of Business, Indian Institute of Management, Management Development Institute, Indian Institute of Technology, Institute of Management Technology, MICA), **Slovenia (**University of Ljubljana**) Scotland** (University of Strathclyde), **Russia** (Skolkovo School of Management), **Australia** (University of Sydney, Queensland University of Technology, Griffith University, University of Queensland, Curtin University), **Brazil** (FGV University, PUCPR - Curitiba), **Turkey** (Boğaziçi University and Koç University), **Mexico** (Monterrey Institute of Technology, ITESM), **South Africa** (Nelson Mandela Metropolitan University Business School), **Israel** (IDC University, Ben-Gurion University of the Negev, Hebrew University of Jerusalem), **Dubai** (Institute of Management Technology), and **Singapore** (Singapore Management University and Nanyang Technological University). He has also conducted numerous executive development seminars in the North America, South America, Europe, Asia, Africa and Australia. He has also been invited to be a keynote speaker in many conferences worldwide.

Dr. Kumar received in 2017-18 *Best Teacher* and in 2013, 2012 *Outstanding Teacher Award* at Georgia State University, 2007 Teaching Excellence Award, and 2007 MBA Teacher of the Year Award at the University of Connecticut, *1996 Melcher Award for Faculty Excellence in Teaching*, *1994 NationsBank Master Teaching Award* and the *Melcher Faculty Teaching Excellence Award* for five years between 1990-94 and 1995-96 at the University of Houston. For the academic year 1991-92, Dr. Kumar also has

been recognized as the recipient of the *University of Houston Teaching Excellence Award.* It also should be noted that throughout his career, Dr. Kumar has served as the dissertation chairman for 25 students.

Dr. Kumar is currently listed in **Who's Who Worldwide**, for his leadership and achievement in the field of Marketing, and **Who's Who Among Global Business Leaders** for his thought-leadership and quality work. He received the 2011 *Outstanding Researcher Award* at Georgia State University, the *2002-2003 Best Paper Award* as well as the *2003 Research Excellence Award* at the School of Business, **University of Connecticut**. He was also awarded the *1999* and *1997 Melcher Award for Faculty Excellence in Research, the 1994 College of Business Alumni Association Distinguished Faculty Award*, the *Kent Electronics Computer Research Excellence Award* (1990-91) and the *Melcher Faculty Research Excellence Award* (1989, 1998 and 2000) at the University of Houston.

Dr. Kumar has several areas of special interest that include measuring Customer Lifetime Value, modeling diffusion of cellular services, analyzing scanner data, developing new models and methodologies to forecast sales and market share, and identifying market segments. He also specializes in the areas of E-Commerce, Direct Marketing, Total Quality Management, Customer Satisfaction, and International Marketing. He has published over 300 articles in leading academic journals including the *Harvard Business Review, Sloan Management Review, Journal of Marketing, Marketing Science, Journal of Marketing Research, Management Science, Operations Research, Journal of the Academy of Marketing Science, Journal of Advertising Research, Journal of Business Research, Journal of Retailing, International Journal of Forecasting, International Journal of Research in Marketing, Journal of Direct Marketing, Marketing Letters, and the Journal of International Marketing*, and in many other international journals such as Australasian Journal of Market Research and Revista de Estadistica as well as in the proceedings of many national conferences in the U.S and abroad, books and book chapters. He has won several awards for his research publications in scholarly journals including the *Don Lehmann Award* **seven times** *(in 2001, 2005, 2010, 2014, 2016, 2017 and in 2019)* for the best paper published in the *Journal of Marketing/Journal of Marketing Research* in a 2-year period, the *MSI/Paul H Root Award* **thrice** for the *2003, 2005, and 2009 Journal of Marketing articles contributing to the best practice of marketing*, the *Robert Buzzell Award in 2010 for the best paper published by the Marketing Science Institute*, the *Davidson Award* for the best paper published in the *Journal of Retailing*, the *S. Tamer Cavusgil Award* for the Best Paper published in the *Journal of International Marketing* **twice** (2014, 2017), the *Outstanding Paper Award* for the best paper published in Forecasting from the International Institute of Forecasters, and the *Best Runner-Up Award* for the paper published in 2005 in the *Journal of Interactive Marketing*. In 2012, VK was awarded the ***JM/Sheth Foundation Best Paper Award*** for his paper published in the *Journal of Marketing* that contributed to the Long-Term Impact of the practice of marketing, and in 2009, the ***Sheth Foundation Award*** for the best paper published in the *Journal of the Academy of Marketing Science*.

Dr. Kumar is a worldwide expert on marketing research methods and Customer Relationship Management Strategy. He has lectured on *International Marketing Research* in many continents. He has co-authored texts titled **Marketing Research, 13th edition; Global Marketing Research; Statistical Methods in CRM and Customer Relationship Management: Concepts, Strategies and Tools, 3rd edition;** which were published recently. His other books include **Essentials of Marketing Research,** 2nd edition, and **International Marketing Research**. His books have been translated in to many languages (Chinese, Portuguese, Macedonian, Russian, and Spanish) worldwide. His book titled "**Managing Customers for Profit**" was published by *The Wharton School Publishing* and has been translated into 6 different languages worldwide. Dr. Kumar also authored a book titled "**Customer Lifetime Value: The Path to Profitability**" (Now Publishers, The Netherlands) which was released in September 2008. His most recent book titled "**Profitable Customer Engagement: Concepts, Metrics and Strategies**" was released in 2013 by Sage Publications. In addition, he has a new work titled "**Marketing Research: A Global Outlook**" which was released in 2015. In 2024, three new books were published: Valuing Customer Engagement, International Marketing Research, and Transformative Marketing (with Philip Kotler) by Palgrave-Macmillan, USA.

Dr. Kumar has also had the privilege and the honor of being named as the **Editor-In-Chief (EIC, April 1, 2014 – June 30, 2018)** of the ***Journal of Marketing***, the number one ranked academic journal in the field of marketing. He serves/has served also an **Associate Editor** (AE) for the Journal of Marketing Research, Journal of the Academy of Marketing Science, International Journal of Forecasting and the Journal of Retailing and serves/has served on the *Editorial Review Board* of Marketing Science, the Journal of International Marketing, Journal of Interactive Marketing, and the Journal of Business Research. He serves/has served as a **Guest Editor** for the *Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Retailing, Production and Operations management, Journal of International Business Studies, European Journal of Marketing, Journal of International Marketing, Industrial Marketing Management, and the International Journal of Research in Marketing; and* **Guest AE** *for Marketing Science.* He is also a reviewer for many journals including the Management Science, Journal of Strategic Marketing, International Journal of Research in Marketing, Journal of Advertising, and IEEE Transactions on Engineering Management.

Dr. Kumar is a member of the American Marketing Association (AMA), the International Institute of Forecasters, the Academy of Marketing Science, and the INFORMS (and the TIMS College on Marketing). He has served as a Track Chair, and Faculty Consortium Chair in the Academy of Marketing Science Conferences. Dr. Kumar was selected to **co-chair** the American Marketing Association's Summer Educators' Conference at Chicago in August 1992. He served as the **Director of the Doctoral Program** in Marketing at the University of Houston from 1992 to 1997; the University of Connecticut from 2002 to 2008; and Georgia State university from 2010 to 2020. Dr. Kumar has served as a *judge* for three consecutive years in the "Houston Awards for Quality" Program. He also served on the **Academic Council** of the American Marketing Association as a Senior *Vice-President for Conferences and Research* and as the *Vice-President of International Activities*. Dr. Kumar currently serves on the Insurance and Financial Services Related Task Force organized by the Hartford Chamber of Commerce and recently served on the **Academic Council** of the American Marketing Association as well its **Knowledge Coalition Task Force**, and the **AMA Finance Committee**. Dr. Kumar is currently the **Vice President, Practice** for the Institute for the Society of Marketing Science (ISMS), and has also served as the *Chair of the first ISMS Doctoral Dissertation Proposal Competition in 2010*.

Dr. Kumar has extensive consulting experience working on marketing research projects for companies including IBM, Comcast, HSBC, P&G, ING, Prudential, Wells Fargo, ICICI, Pitney Bowes, Chick-fil-A, BP/AMOCO, AOL, MGM Mirage, Polo Ralph Lauren, AllState, Home Depot, Equifax, PeopleSoft, Sigma Genosys, Houston Cellular, AT&T, Southwestern Bell, Exxon, Builders Square, American Airlines, Coca-Cola Foods, Channelview Bank, DuPont, First Interstate Bank, Houston Lighting and Power, GTE, San Jacinto Girls Scouts, Inc., Scientific Software Intercomp, Inc., Gallery Furniture, and Texas Children's Hospital. Dr. Kumar has also directed marketing research projects for clients including Coca-Cola Foods, Compaq Computers, Baker-Hughes, Houston Northwest Medical Center, The Daily Cougar Newspaper, Arch Chemicals, IKON, Bristol Myers Squibb, ABB, etc. Dr. Kumar is an expert on working with customer databases to build efficient direct marketing and database marketing programs for Fortune 500 firms dealing with consumer and industrial products. He also builds models and develops marketing programs with the point-of-sale retail scanner data of grocery stores and supermarkets. Dr. Kumar also interacts with A. C. Nielsen and Information Resources, Inc. in analyzing large scanner databases of supermarkets. Dr. Kumar has also served as an expert witness in lawsuits related to market opportunities. He also served on the board of the business research division of one of the fastest growing advertising agencies in the United States of America for over five years and has also served on the Board of one of the Aditya Birla Group of companies.

Dr. Kumar has developed sophisticated statistical models and creative marketing strategies for solving marketing problems. Some of these models were implemented by IBM and P&G Asia-Pacific recently where they reported gains in profits of over 20 million and 40 million dollars respectively. In 2009, Prudential reported a gain of over 450 million dollars when implementing the Emotion Retirement Quotient Tool developed by Dr. Kumar and his colleague. He was recently recognized by the INFORMS

Marketing Science Society for his work on Customer Lifetime Value (CLV) based applications to IBM, and Marketing-Mix modeling-based applications to P&G Asia Pacific. He also won the $100,000 Academic- Practitioner Challenge sponsored by ISBM-MSI and Northwestern University in 2006-07 for developing the most relevant and rigorous body of knowledge to solve B2B business problems. In 2010, Dr. Kumar was chosen as one of the winners of the **Google-WPP marketing research award** in the worldwide competition for his co-authored research on monetizing customer influence in a social media channel. This body of work was implemented in an emerging market - India, for an Ice Cream Retailer - Hokey Pokey. This implementation of Marketing Science to Marketing Practice was selected as the winner of the **2011-2012 Gary L. Lilien ISMS-MSI Practice Prize**.

Dr. Kumar has been cited as one of the *top scholars in marketing worldwide over the last 20 years (Source: AMA DocSIG)*. He was selected as a recipient of the **2012 Paul D. Converse Award** given for significant contributions to an area in the field of marketing. He has also been recognized with a total of **22 other** Lifetime Achievement Awards. Significant among the Lifetime Achievement Awards include: **3 Fellowship Appointments,** Inducted into the **Analytics Hall of Fame**, **5 Lifetime Contributions Awards** from the AMA for Higher Education (SIG), advancing the Theory and Practice of Marketing Strategy, Theory and Practice of Marketing Research, and Retailing and B2B Marketing; **lifetime recognition** from the AMA Foundation for career contributions to Marketing; the **lifetime award** from the Institute of Study for Business Markets at Penn State University for career contributions in Business to Business Marketing; and **another lifetime achievement award** (Robert B. Clarke Award) from the DMEF for contributions to Direct and Interactive Marketing. Additionally, in 2014 Dr. Kumar was named as the Innovation and Growth (iSIG) fellow at the School of Management at Fudan University in China. Recently, Dr. Kumar was presented with the 2015 AMS/Cutco Distinguished Marketing Educator Award from the Academy of Marketing Science. He also received the inaugural Sheth-Wilson award for the best paper that contributes to advancing B2B marketing. Dr. Kumar was felicitated with the **2023 Tara Lifetime Achievement Award** at Newcastle University, U.K. sponsored by a group of universities in the U.K. and Australia, and the annual held Marketing Strategy and Policy Conference.

He was also recognized as a Marketing Guru by the IIT Alumni Association in 2006, and as a Distinguished Marketing Doctoral Alumni at the University of Texas at Austin. Recently, Dr. Kumar was conferred with the **Bharat Gaurav** (Prestige of India) Award, **Glory of India** Award, **Pravasi Achievers' Gold Medal**, and the **Hind Rattan** (Jewel of India) Award for demonstrating excellence in the chosen profession.

Dr. Kumar has been selected as one of the 8 *Legends in Marketing* Worldwide. His scholarly contributions have been published in the **Legends in Marketing** Series as a 10-Volume Collection by the Sage Publications in 2012 with commentaries from scholars worldwide. Subsequently, the Chinese Ministry of Education awarded the **Chang Jiang Scholar** (2013 - 2019) honor to Dr. Kumar, the highest honor provided to an academic scholar worldwide. VK is also awarded the title of **Distinguished University Professor** (2016 - 2019) at the Huazhong University of Science and Technology, China. Dr. Kumar has been also recognized as a **Lee Kong Chian Fellow** (2015-16) at Singapore Management University, Singapore, where he collaborated with researchers on futuristic topics. Recently, Dr. Kumar has been honored as the **Fellow**, Hagler Institute for Advanced Study, TAMU, College Station, TX. He has been inducted as a **Fellow** of the American Marketing Association in 2017. In 2022, Dr. Kumar has been conferred with the **AMA's Charles Coolidge Parlin Award** (the oldest and the most distinguished), a recognition for his lifetime contributions to marketing research. In 2024, VK received the **Distinguished Researcher and Creative Activity** Award at Brock University, ON, Canada.

As a way of honoring Dr. Kumar's contributions to mentoring of his students throughout his career, the American Marketing Association has instituted an award in his name (https://www.ama.org/v-kumar-award-for-service-to-marketing-scholarship/) which has been funded only by his former doctoral students and well-wishers in the discipline. This award recognizes academics in the field of marketing who are productive scholars and who have been instrumental in developing doctoral students in marketing.

DETAILED VITAE

VITAE TABLE OF CONTENTS

ACADEMIC EXPERIENCE 1

ACADEMIC EXPERIENCE 2

ACADEMIC HONORS 4

PROFESSIONAL HONORS 14

RESEARCH 15

PUBLICATIONS AND IMPACT 16

REFEREED PUBLICATIONS 17

CONVERSE AWARD SYMPOSIUM 37

CONFERENCE PROCEEDINGS 37

MSI RESEARCH REPORT 40

INSTITUTE OF MANAGEMENT ACCOUNTANTS (IMA) RESEARCH REPORT 40

COMMENTS ON RESEARCH 40

RESEARCH IN PROGRESS 41

INVITED RESEARCH PRESENTATIONS 42

WEBINARS 58

CONFERENCE PRESENTATIONS 59

RESEARCH AWARDS 80

RESEARCH INTERESTS 81

BOOKS 82

PUBLISHED CASES 87

TEACHING 89

COURSES TAUGHT 90

IMPROVEMENTS AND INNOVATIONS IN TEACHING 91

TEACHING IN EXECUTIVE PROGRAMS 92

INVITED LECTURES 95

SERVICE 98

PROFESSIONAL ACTIVITIES 99

PROFESSIONAL AFFILIATIONS 103

SERVICE ACTIVITIES 103

ACADEMIC EXPERIENCE

&

HONORS AND DISTINCTION

EDUCATION

Ph.D.	Marketing The University of Texas at Austin
Master's	Industrial Management The Indian Institute of Technology
Bachelor's	Engineering The Indian Institute of Technology

ACADEMIC EXPERIENCE

Professor of Marketing &
Goodman Academic-Industry Partnership Professor
Goodman School of Business, Brock University,
St. Catharines, ON, Canada, July 2023 onwards

Salvatore Zizza Professor of Marketing
Peter J Tobin College of Business
St. John's University,
New York, NY, August 2021 – June 2023

Chang Jiang Scholar
HUST, Wuhan, China, 2013-19; 2022 - present

Distinguished Term Professor, and Senior Fellow
Indian School of Business, India, April 2020 – July 2021.
(*temporarily relocated to care of my father in India*)

HUL Visiting Chair Professor
IIM Ahmedabad, India, 2021 - 2022.

Distinguished Fellow of Research
WE School, India 2020 - present.

Distinguished Fellow
MICA, India, 2019 - present.

HUL Visiting Scholar
IIM Bangalore, India, 2017-2018

Board of Regents' Professor
Georgia State University, 2013 – March 2020

Richard and Susan Lenny Distinguished Chair, & Professor of Marketing
Georgia State University, June 2008 – March 2020

Executive Director,
Center for Excellence & Brand & Customer Management
Georgia State University, June 2008 – March 2020

Visiting Scholar
Indian School of Business, India, (Jan-Feb) 2006- present

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

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

Marvin Hurley Professor of Business Administration
University of Houston, Fall 1997-Spring 2001

Director, International Business Studies Program
University of Houston, Fall 1998 - Spring 2000

Professor, Department of Marketing University
of Houston, Fall 1997 - Spring 2001

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

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

Visiting Scholar
Hong Kong University of Science & Technology, Hong Kong, Oct. - Dec. 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, until Spring 2001

Assistant Professor, Department of Marketing
University of Houston, until Spring 1992

Assistant Professor, Department of Marketing
University of Iowa

Instructor, Department of Marketing
University of Texas at Austin

ACADEMIC HONORS

Recipient of 2026 ***AMA Global SIG Award*** for Lifetime Contribution to Global Marketing, AMA Global Marketing Conference, Nice, France.

Recognized as a **Research Fellow** of the Global Retail Brand Management Southern Methodist University, Dallas, TX, June 2025.

Invited as a ***Faculty Scholar*** to the 2025 American Marketing Association's Doctoral Consortium, Ohio State University, OH, USA.

Winner, 2024 Best Teacher Award
PGPPRO (EMBA) Bangalore Cohort 2024, ISB, India

Winner, 2024 Best Teacher Award
PGPPRO (EMBA) Mumbai Cohort 2024, ISB, India

Winner, 2024 Best Teacher Award
PGPPRO (EMBA) Hyderabad Cohort 2024, ISB, India

Recipient, 2024 **Distinguished Researcher and Creative Activity** (DRCA) Award, Brock University, ON, Canada

Invited as a ***Faculty Scholar*** to the 2024 American Marketing Association's Doctoral Consortium, Manchester Business School, Manchester, U.K.

Recipient, **2024 Shri BML Jain Lifetime Achievement Award**,
For Contributions to the field of Marketing Theory and Practice
15th International Conference on Research in Marketing
MARKCON 2024, Indus Business Academy, Bangalore, India.

Recipient, **2023 Tara Lifetime Achievement Award**,
For Contributions to Marketing, Strategy and Policy
Marketing Strategy and Policy Conference and Newcastle University, U.K.

Invited as a ***Faculty Scholar*** to the 2023 American Marketing Association's Doctoral Consortium, BI School, Norway, Oslo, Norway.

Invited as a ***Faculty Scholar*** to the 2023 AIM-American Marketing Association's Doctoral Consortium, JAGSOM, Bangalore, India.

Winner, 2023 Best Teacher Award
PGPPRO (EMBA) Bangalore Cohort 2023, ISB, India

Winner, 2023 Best Teacher Award
PGPPRO (EMBA) Mumbai Cohort 2023, ISB, India

Winner, 2022 Best Teacher Award
PGPPRO (EMBA) Bangalore Cohort, 2022, ISB, India

Recipient of the oldest and the most distinguished
- **2022 Charles Coolidge Parlin Award**,
American Marketing Association Foundation, Chicago, IL

Invited as a ***Faculty Scholar*** to the 2021 American Marketing Association's Doctoral Consortium, Indiana University, Bloomington, IN.

Invited as a ***Faculty Scholar*** to the 2021 AIM-American Marketing Association's Doctoral Consortium, JAGSOM, India

Invited as a ***Faculty Scholar*** to the 2020 Marketing Strategy Consortium
University of Texas at Austin, TX December 4 – 5.

Invited as ***Keynote Speaker*** to 4th International Conference of Marketing, Strategy & Policy, London, U.K., December 10-11, 2020.

2019 ***AMA Higher Education SIG's Lifetime Achievement Award***

Inducted into the ***Analytics Hall of Fame***, New York, 2019.

Recognized as the ***Distinguished Fellow*** by MICA, Ahmedabad, India in 2019 - .

Recognized as the **Chang Jiang Scholar** by the Ministry of Education, China
HUST, China, 2013 - 2019.

Recognized as the **Distinguished University Professor**
Huazhong University of Science and Technology, China, India, 2016 - 2019 .

Winner, the 2019 ***Donald R. Lehmann Award*** for the Best Paper published in the *Journal of Marketing/Journal of Marketing Research* in a 2-year period (2017-2018).

Invited as a ***Faculty Scholar*** to the 2019 American Marketing Association's Doctoral Consortium, New York University, New York, NY

Invited as ***Keynote Speaker*** to the Academy of International Business Studies, 16th Annual JIBS Paper Development Workshop in Copenhagen, Denmark, June 2019.

Invited as ***Keynote Speaker*** to the Leeds Marketing Research Camp, Leeds, United Kingdom, July 2019.

Invited as a ***Distinguished Speaker*** to the Qatar Leadership Alumni, Qatar, Doha, January 2019.

Invited as a ***Faculty Scholar*** to the 2019 AIM-American Marketing Association's

Doctoral Consortium, MICA, Ahmedabad, India

Finalist, the 2018 ***Sheth Foundation Award*** for the Best Paper published in the *Journal of the Academy of Marketing Science* (J. Andrew Petersen, Kumar V, Yolanda Polo, and F. Javier Sese).

Invited as the ***Distinguished Research Fellow***, IIM Bangalore, Bangalore, India, November 2018.

Invited as ***Keynote Speaker*** to the Customer Centricity Conference, Mumbai, India November 2018.

Invited as ***Keynote Speaker*** to the 11th Latin America Retail Conference (CLAV) at Sao Paulo, Brazil, October 2018.

Finalist, the 2018 ***Hunt/Maynard Award*** for the paper published in the *Journal of Marketing* in 2017 for the best contribution to the theory of marketing.

Invited as ***Keynote Speaker*** to the 12th Annual Bass Forms Conference at UT Dallas, March 2018.

Invited for a Scholarly Talk as the ***Cecil and Ida Green Honors Professor,*** *Texas Christian University, Fort Worth, TX,* 2017-2018.

Finalist, the 2017 ***Sheth Foundation Award*** for the Best Paper published in the *Journal of the Academy of Marketing Science* (Nita Umashankar, Yashoda Bhagwat, and V. Kumar).

Finalist, the 2017 ***Sheth Foundation Award*** for the Best Paper published in the *Journal of the Academy of Marketing Science* (Anita Pansari and Kumar V.).

Finalist, the 2017 ***Sheth Foundation Award*** for the Best Paper published in the *Journal of the Academy of Marketing Science* (Kumar, V, Jeewon (Brianna) Choi and Malik Green).

Invited as the ***Keynote Speaker*** to the Marketing Strategy Meets Wall Street Conference, San Francisco, California, August 2017.

Winner of the 2017 ***S. Tamer Cavusgil Award*** for the Best Paper published in the *Journal of International Marketing*.

Winner, the 2017 ***Donald R. Lehmann Award*** for the Best Paper published in the *Journal of Marketing/Journal of Marketing Research* in a 2-year period (2015-2016).

Finalist, the 2017 ***MSI/ H. Paul Root Award*** for the paper published in the *Journal of Marketing* in 2016 that best contributes to the practice of Marketing.

Finalist, the 2017 ***Harold H. Maynard Award*** for the paper published in the *Journal of Marketing* in 2016 for the best contribution to the theory of marketing.

Invited as ***Keynote Speaker*** to the Thought Leadership Conference on Customer Engagement at the Indian School of Business, July 2017.

Invited as ***Keynote Speaker*** to the Inaugural Research Camp at the Indian School of Business, July 2017.

Invited as ***Keynote Speaker*** to the Albert Haring Symposium at the Kelley School of Business, Indiana University, 2017.

Invited as ***Keynote Speaker*** to the 2017 American Marketing Association Global Marketing SIG Conference, Havana, Cuba.

Inducted as the ***Fellow*** of the American Marketing Association, 2017.

Invited as a ***Faculty Scholar*** to the 2017 American Marketing Association's Doctoral Consortium, University of Iowa, Iowa City, Iowa.

Invited as a ***Faculty Scholar*** to the 2017 AIM-American Marketing Association's Doctoral Consortium, Welingkar Education (WeSchool), Mumbai, India.

Recognized, as the inaugural ***2016 Routledge – Taylor & Francis/SMA Distinguished Scholar Award*** at the 54th Annual SMA Conference in Atlanta, GA.

Recognized as the ***Faculty Fellow*** by the Texas A&M University Institute for Advanced Study in 2016. (The first marketing academic to receive the honor.)

Recognized as the ***Chang Jiang Scholar*** by the Chinese Ministry of Education at Huazhong University of Science and Technology (HUST), Wuhan, China, 2016 (for the period of 2016 – 2019) for a consecutive three-year term.

Recognized as the ***Advisory Professor***, the highest honor given by Huazhong University of Science and Technology (HUST), Wuhan, China, for the period of 2016-2019.

Recognized as the 2016 ***Distinguished Professor,*** the highest honor given by Huazhong University of Science and Technology (HUST), Wuhan, China for significant contributions as the Chang Jiang Scholar (2013-2016).

Recognized as the ***Mays Dean's Distinguished Scholar*** at Texas A&M University, College Station, Texas, 2016.

Winner, the 2016 ***Donald R. Lehmann Award*** for the Best Paper published in the *Journal of Marketing/Journal of Marketing Research* in a 2-year period (2014 -15)
Invited as ***Keynote Speaker*** to the 2016 India4US Forum, Atlanta, GA.

Invited as a ***Faculty Scholar*** to the 2016 American Marketing Association's Doctoral Consortium, University of Notre Dame, Notre Dame, Indiana.

Invited as a ***Faculty Scholar*** to the 2016 AIM-American Marketing Association's Doctoral Consortium, Institute of Management Technology Ghaziabad, India.

Invited as a ***Keynote Speaker*** to the Thought Leaders in Service Marketing Strategy Conference, HEC, Jouy-en-Josas, France.

Invited as a ***Keynote Speaker*** to the 2016 European Marketing Academy Conference (EMAC), Oslo, Norway.

Invited as a ***Keynote Speaker*** to the 5th International Research Conference in Marketing, University of Strathclyde, Glasgow, Scotland.

Winner, 2016 ***ISBM-Wilson-Sheth Foundation Award*** for Long Term Impact in B2B Marketing. (Based on the papers published in top marketing journals)

Recognized as the ***ISB Senior Fellow***, Indian School of Business, Hyderabad, India 2015.

Winner, 2015 ***Editor's Choice Award*** for the Best Paper published in the *Journal of Interactive Marketing* in a five-year period (2010-2014).

Winner, 2015 ***S. Tamer Cavusgil Award*** for the Best Paper published in the *Journal of International Marketing* in 2014.

Invited as a ***Faculty Scholar*** to the 2015 American Marketing Association's Doctoral Consortium, London Business School, London, England.

Winner, ***2015 AMS Cutco/Vector Distinguished Marketing Educator Award***, 2015 AMS Annual Conference, Denver, CO.

Recognized as the ***Lee Kong Chian Fellow*** at Singapore Management University, Singapore, 2015.

Invited as a ***Faculty Scholar*** to the Inaugural AMS Doctoral Consortium, Denver, CO., May 2015.

Runner-up, the 2015 ***Davidson Award*** for the Best Paper published in the *Journal of Retailing* in a 2-year period (2013 - 2014).

Invited as a ***Faculty Scholar*** to the 2015 AIM-American Marketing Association's Doctoral Consortium, Institute of Management Technology Dubai, Dubai.

Winner, 2014 ***Donald R. Lehmann Award*** for the Best Paper published in the *Journal of Marketing/Journal of Marketing Research* in a 2-year period, 2012-13

Invited as a ***Faculty Scholar*** to the Doctoral Consortium in Services Marketing at the 2014 Frontiers in Services Conference, Miami, FL.

Invited as a ***Keynote Speaker*** to the 2014 Shopper Marketing and Pricing Conference Stockholm School of Economics, Stockholm, Sweden.

Invited as a ***Faculty Scholar*** to the 2014 American Marketing Association's Doctoral Consortium, Northwestern University, Evanston, IL.

Finalist, the ***Harold H. Maynard Award*** for the paper published in the *Journal of Marketing* in 2013 for the best contribution to the theory of marketing.

Winner, 2013 ***Outstanding Service Excellence Award,*** J. Mack Robinson College of Business, Georgia State University, Atlanta, GA.

Invited as a ***Keynote Speaker*** to the 2013 Marketing E.D.G.E. Research Summit, Chicago, IL.

Recognized as the ***Chang Jiang Scholar*** by the Chinese Ministry of Education at Huazhong University of Science and Technology (HUST), Wuhan, China, 2013 (for the period of 2013 – 2016).

Invited as a ***Keynote Speaker*** to the 2013 Annual Conference of Emerging Markets Conference Board, Nelson Mandela Metropolitan University, Port Elizabeth, South Africa.

Invited as a ***Keynote Speaker*** to the 2013 Emerging Markets Conference Board Doctoral Consortium, Nelson Mandela Metropolitan University, Port Elizabeth, South Africa.

Invited as a ***Faculty Scholar*** to the 2013 American Marketing Association's Doctoral Consortium, University of Michigan, Ann Arbor, MI.

Invited as a ***Keynote Speaker*** to the 2013 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management-Ahmedabad, Ahmedabad, India.

Finalist, the ***MSI/ H. Paul Root Award*** for the paper published in the *Journal of Marketing* in 2012 that best contributes to the practice of Marketing.

Invited as a ***Keynote Speaker*** to the 2012 International Marketing Conference, Indian Institute of Management-Lucknow, Lucknow, India.

Invited as a ***Keynote Speaker*** to the 2012 International Marketing Conference: MARCON, Indian Institute of Management-Calcutta, Calcutta, India.

Invited as a ***Keynote Speaker*** to the 2012 University Speaker Series, Pontifical Catholic University of Parana, Brazil.

Invited as a ***Faculty Scholar*** to the 2012 American Marketing Association's Doctoral Consortium, University of Washington, Seattle, WA.

Invited as a ***Keynote Scholar*** to the 2012 Chinese Marketing Scholars Forum, University of Hong Kong, Hong Kong, China.

Winner, 2012 ***Outstanding Author Contribution Award*** by the Emerald Literati Network Awards for Excellence for the best paper published in the *Review of Marketing Research*.

Winner, 2012 ***Outstanding Teaching Excellence Award***, J. Mack Robinson College of Business, Georgia State University, Atlanta, GA.

Winner, 2012 ***Paul D. Converse Award*** for achievements and contributions to the Customer Lifetime Value (CLV) body of work **(Lifetime Achievement Award #8)**.

Won ***$25,000 in research grant*** awarded by the Center for Asian Consumer Insights, Singapore for the research on "Diagnosing Brand Preference in Asian Markets" in 2012.

Invited as the ***Keynote Speaker*** to the 2011 World Marketing Forum, Global Marketing Network, Accra, Ghana.

Invited as a ***Faculty Scholar*** to the 2011 American Marketing Association's Doctoral Consortium, Oklahoma State University, Stillwater, OK.

Winner, 2011 ***Sheth Foundation/Journal of Marketing Award*** for making long-term contribution in the field of marketing and marketing theory.

Winner, 2011 ***Sheth Foundation/Journal of Marketing Award*** for the Best Paper Published in the *Journal of Marketing* between 2002 and 2006.

Finalist, the ***Harold H. Maynard Award*** for the paper published in the *Journal of Marketing* in 2011 for significant contribution to marketing theory and thought.

Winner, 2011-2012 ***Gary L. Lilien ISMS- MSI Practice Prize,*** University of Maryland, Washington D.C

Winner, 2011 ***Outstanding Research Excellence Award***, J. Mack Robinson College of Business, Georgia State University, Atlanta, GA.

Winner, the 2011 ***Donald R. Lehmann Award*** for the Best Paper published in the *Journal of Marketing / Journal of Marketing Research* in a 2-year period (2009 - 2010).

Winner, the ***Robert Buzzell Award*** for paper published by the Marketing Science Institute in 2010 that best contributes to the practice of Marketing.

Recipient of the 2010 ***DMEF Robert B. Clarke Outstanding Educator Award*** for Lifetime Contributions to Direct and Interactive Marketing.

Invited as a ***Faculty Scholar*** to the 2010 American Marketing Association's Doctoral Consortium, Texas Christian University, Fort Worth, TX.

Finalist, 2009- 2010 ***ISMS- MSI Practice Prize***, Massachusetts Institute of Technology, Cambridge, MA.

Winner, the ***MSI/ H. Paul Root Award*** for the paper published in the *Journal of Marketing* in 2009 that best contributes to the practice of Marketing

Finalist, the ***MSI/ H. Paul Root Award*** for the paper published in the *Journal of Marketing* in 2009 that best contributes to the practice of Marketing.

Finalist, the ***Harold H. Maynard Award*** for the paper published in the *Journal of Marketing* in 2009 for significant contribution to marketing theory and thought.

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

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 Churchill Lifetime Contributions Award*** for his contributions to Marketing Research, Summer AMA Educators' Conference, Chicago, IL.

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

Winner, the ***Sheth Foundation Award*** for the Best Paper published in the *Journal of the Academy of Marketing Science*, 2009.

Finalist, the ***Harold H. Maynard Award*** for the Best Paper published in the *Journal of Marketing* in 2008 for significant contribution to marketing theory and thought.

Recognized as the ***ISBM Faculty Fellow***, 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 2007 ***AMA Strategy SIG Mahajan Award*** for Lifetime Contribution to Marketing Strategy, Summer AMA Educators' Conference, Washington D.C.

Recipient of 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 the ***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***, in the *Journal of Interactive Marketing*, 2006.

Winner, the ***MSI/H. Paul Root Award*** for the paper published in the *Journal of Marketing* in 2005 that best contributes to the practice of Marketing.

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

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

Winner, the 2005 ***Donald R. Lehmann Award*** for the Best Paper published in the *Journal of Marketing / Journal of Marketing Research* in a 2-year period (2003-04).

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 the *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 the ***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 2001 ***Donald R. Lehmann Award*** for the best paper published in the *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.

Winner of the ***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.

Winner of the ***Melcher Teaching Excellence Award***, University of Houston, 1995.

Winner of the ***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, AMA Doctoral Consortium, *Northwestern University, Evanston, IL.*

Abell-Hanger Endowed Presidential Fund Scholarship, University of Texas

Bonham Fellowship, Graduate School of Business, University of Texas,

University Fellowship, University of Texas.

Tucker's Excellence Fund, University of Texas.

Member, **Phi Kappa Phi Honor Society**, University of Texas, Austin, TX
Awarded ***Gold Medal*** in Recognition for being Ranked First in the Masters Program, Indian Institute of Technology.

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

PROFESSIONAL HONORS

Conferred with ***Best Professor in Marketing*** award by the Golden Star Academic & Educational Excellence Awards 2013 at the World Marketing Summit in Malaysia, 2013

Conferred with ***Best Professor in Marketing*** trophy and certificate by the Asia's Best Business School Awards Program organized by the CMOAsia.Org in Singapore, 2010

Conferred with ***Pravasi Achievers Gold Medal*** at the House of Lords, U.K. in September 2010

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

PUBLICATIONS AND IMPACT

Career Publications in the Top (FT50) Journals List	
Journal	**Number of Publications**
California Management Review	1
Harvard Business Review Features	12
Journal of the Academy of Marketing Science	25
Journal of International Business Studies	6
Journal of Marketing	32
Journal of Marketing Research	20
Management Information Systems Quarterly	1
Management Science	1
Marketing Science	9
Operations Research	1
Production and Operations Management	3
Sloan Management Review	5
Total	**116**

Citation Indices	All
Citations Google Scholar	85,009
Citations Web of Science	28,867
h-index	121
i10-index	270

Source: Google Scholar (as of November 18, 2026)

h-index

The **h-index** is an index that measures both the productivity and impact of the published work of a scholar. A scholar with an index of *h* has published *h* papers each of which has been cited in other papers at least *h* times. Thus, the *h*-index reflects both the number of publications and the number of citations per publication.

i10-index

The **i10-index** indicates the number of academic publications an author has written that have at least ten (10) citations from others.

REFEREED PUBLICATIONS

JOURNAL PUBLICATIONS (grouped under four major domains)

- **Evaluation of Substantive Issues in Marketing**
- **Retailing / Marketing Communication / Scanner Data**
- **Development of New Methodology**
- **International Marketing**

Area: Evaluation of Substantive Issues in Marketing

Gupta, S., H. Khan, **V Kumar**, and S. Spyropoulou (2026), "Understanding Disruption Through the Marketing Lens: Foundations, Frameworks, and Future Directions", **European Journal of Marketing**.

Mahmoud, A., N. Grigoriou, **V Kumar**, K. Mahroof, and B. Kucukaltan (forthcoming), "From Flight Shame to Flight Governance: How Climate-Linked Digital Discourse Reveals Pathways for Aviation Commons", **Business & Society**.

Kumar, V. and B. Rajan (2026), "Marketing's Blind Spots: A Review of Anomalies in International Marketing and Customer Management", **Strategic Business Research**, https://doi.org/10.1016/j.sbr.2026.100296

Chekitan S. Dev, **V. Kumar**, Sarang Sunder, and Agata Leszkiewicz (2026), " Hidden Costs and Benefits of Online Travel Agencies: How Booking Channel Shapes Customer Lifetime Value, **Cornell Center for Hospitality Research.**

Agata Leszkiewicz, Sarang Sunder, **V. Kumar** and Chekitan S. Dev (forthcoming),"Customer Acquisition Through Intermediaries (vs. Brand) Shapes Lifetime Value: Evidence from the Hotel Industry, **Production and Operations Management.**

Clark, M. L.Hollebeek, **V Kumar,** Iivi Riivits-Arkonsuo and Yide Liu (2026), "Grouped Stakeholders' Journeys: A Dynamic Social Impact Theory Perspective**", Psychology & Marketing. Volume 43 (7) pp. 1712-1726**

Kumar, V., R.P. Leone, L. McAlister (2025), "Enhancing Customer Engagement: Exploration and introduction to the special section", **Journal of the Academy of Marketing Science,** Volume 53, pp. 955–967.

Roy, S.N., **V Kumar**, A. Dixit, and A. Patil (2026), "Artificial intelligence in supply chain management: enhancing customer engagement through real-world cases," **Production Planning & Control**, https://doi.org/10.1080/09537287.2026.2659197

Kumar, V., P. Kotler, and A. Kumar (2026), "Transformative Marketing Strategies in the era of new-age technologies: Principles, Plan, Purpose, and Practice, **Journal of the Academy of Marketing Science,** *V*ol. 54(1), pp. 1-27.

JeeWon Choi, A. Pansari, and **V Kumar** (2026), "Where Did You Receive the Free Sample? Sustained Impact of New Product Sample Distribution on Customer Purchase Journey", **Journal of the Academy of Marketing Science,** 54(1), pp. 322-347.

Chohan, Raeesah and **V Kumar** (forthcoming), "Consumer Resistance to Metaverse," **Management and Business Review**.

Kumar, V, A. Dixit, P. Sharma, and S.N. Roy (2025)," Implementing Responsible AI in Marketing", **American Business Review,** 28(2), pp. 319-342. Article 1. DOI: 10.37625/abr.28.2.319-342

Wang, Zi, R. Yuan, B. Li, **V. Kumar**, and A. Kumar, (2025), "An empirical study of AI-empowered product adoption through technology vulnerabilities in the financial context", ***Journal of Product Innovation Management***.

Das, K., Y. Mungra, N. Malhotra and **V. Kumar**, (2025), "Understanding the Defining Characteristics of a High-Quality Conceptual Article", ***European Journal of Marketing***, 59 (10): 2375–2405.

Aggarwal, A., **V Kumar** and R.K. Srivastava, (2025), "Value Creation and Value Appropriation using Voice AI Technology: Integrating B2B and B2C Marketplace", ***European Journal of Marketing.*** *59 (9, pp. 2199–2243.*

Hollebeek, L., **V Kumar**, R. K. Srivastava, W.M. Lim, and S. Urbonavicius *(forthcoming), "*Guidelines for theory selection for research IMPACT in Psychology and Marketing", ***Psychology and Marketing***. https://doi.org/10.1002/mar.70009

Hung, H., A. Kumar, **V. Kumar,** C. Lin, and K. H. Tan, (2025), "Exploring Player Cocreation Dynamics on the Gaming Platform: Interplay of Goal Fulfillments, Orchestration Actions, and Platform Affordances," **International Journal of Research in Marketing**, 42(4), pp. 1125-1142.

Kumar, V., and Kotler, P. (2024), "A Market Management Approach to Transformative Business Operations", **Marketing Strategy Journal**. Vol.1 (December). https://doi.org/10.1016/j.msj.2025.100005

Kumar, V, B. Rajan and S. Gupta (2025), "Tracing the evolution of the marketing discipline through the lens of Theory and Practice: A journal-centric view", **Journal of Business Research,** https://doi.org/10.1016/j.jbusres.2024.115114

Kumar, V, L. Hollebeek, A. Sharma, B. Rajan, and R.K. Srivastava (2025), "Responsible Stakeholder Engagement Marketing", **Journal of Business Research,** vol. 189 (C).

Kumar, V, P. Kotler, S. Gupta and B. Rajan (2025), "Generative AI in Marketing: Promises, Perils, and Public Policy Implications", **Journal of Public Policy & Marketing.** https://doi.org/10.1177/07439156241286499, Volume 44 (3), pp. 309-331

Kumar, V, B. Rajan and V. Garg (2025), "Transformative Marketing Education: Drivers, Outcomes, and Research Agenda", **Journal of Marketing Education**

Hudson, K., **V Kumar**, and R. Morgan (2025), "An Evolutionary Perspective on Capabilities for Fluid Product-Markets: The Contingent Effects of Routinization and Renewal in Marketing, R&D, and Operations," **Long Range Planning**.

Mahmoud, Ali, **V Kumar**, Fuxman, L. and Mohr, I. (2024), "Climate Change Risks, Sustainability, and Luxury Branding: Friend or a Foe", **Industrial Marketing Management***, 115, pp.57-68.*

Khan, Huda., Shaphali Gupta, **V Kumar** and Binay Kumar (2024), "Managing Climate Change Risks and Creating Stakeholders' Value via Sustainability-Focused B2B Brand Strategies", **Industrial Marketing Management***, 115, pp.198-213*

Anand, A., **V Kumar** and A. Lahiri (2024)," Categorization of Organizational Reputation and Subordinate Organizations' Global Funding Outcome: A Higher Education Perspective", **Industrial Marketing Management***, 116, pp. 130-144*

Sham, R., Sohag, K., Islam, M., Vrontis, D., Kotabe, M. and **V Kumar** (2024)," B2B marketing for industrial value addition: How do geopolitical tension and economic policy uncertainty affect sustainable development?", **Industrial Marketing Management***, 117, pp.253-274*

Kumar, V., Ashraf, A., & Nadeem, W. (2024). AI-powered marketing: What, where, and how? **International Journal of Information Management**. https://doi.org/10.1016/j.ijinfomgt.2024.102783

Dogan, O., **Kumar, V**. and Lahiri, A. (2024), "Platform-level Consequences of a Performance-based Commission for Service Providers: Evidence from Ridesharing", **Journal of the Academy of Marketing Science***, Vol. 52(4), pp. 1240–1261.*

Lahiri, A., Dogan, O., and **V Kumar** (2023), "Nurturing Resource Availability of Ridesharing Platforms by Priming Goal-Oriented Operational Effectiveness", **Journal of Business Research**, *pp*. 114-121.

R. Zhao, W. Hou, **V. Kumar**, and A. Kumar (2023). Signaling effects of doing good in global ICO markets. **Journal of Business Research**. https://doi.org/10.1016/j.jbusres.2023.114224

Mahajan, G., **Kumar, V.**, Tregua, M. and Bruni, R. (2023), "Value Dominant Logic: Organizational Principles", **European Journal of Marketing**, Vol. 57 No. 5, pp. 1245-1271. https://doi.org/10.1108/EJM-11-2022-0816

Qu, Y., **Kumar, V.**, and Zhao, Y. (2023), "A dynamic model of the contract length and early termination: The roles of technology evolution and pricing strategy", **Journal of Business Research**, 167(1), pp. 114-141.

Kumar, V., B. Rajan, U. Salunkhe, and, Shreekant G. Joag (2022), "Relating the Dark Side of New-Age Technologies and Customer Technostress", **Psychology & Marketing**, 39 (12), DOI:10.1002/mar.21738

Rubin, D., I. Mohr, and **V Kumar** (2022), "Beyond the box office: A Conceptual Framework for the Drivers of Audience Engagement", **Journal of Business Research**, Vol. 151 (November), pp. 473-488.

Rajan, B., Salunkhe, U., and **V. Kumar** (2023), "Understanding Customer Engagement in Family Firms: A Conceptual Framework", **Journal of Business Research**, Vol. 154 (January).

Kumar, V. and Srivastava, R. (2022), "Value Creation and Value Appropriation", **Journal of Creating Value**, Vol. 8 (2), pp. 160-170.

Choi, Jeewon, and **V Kumar (2022**), "Relating entertainment features in screenplays to movie performance: an empirical investigation"**, Journal of the Academy of Marketing Science,** Vol. 49, pp. 1222–1242.

Kumar, V., Borah, S.B., Sharma, A. and Akella, L.Y. (2021). "**How to Help Your CMO Boost Global Growth**," Featured in **Harvard Business Review** (Nov.- Dec.) (https://hbr-org.cdn.ampproject.org/c/s/hbr.org/amp/2021/11/how-to-help-your-cmo-boost-global-growth)

Kumar, V., and D. Ramachandran (2021), "Developing Firms' Growth Approaches as a Multidimensional Decision to Enhance Key Stakeholders' Wellbeing", **International Journal of Research in Marketing**, Vol 38 (2) pp. 402-424. https://doi.org/10.1016/j.ijresmar.2020.09.004

Gupta, Shaphali, Leszkiewicz, Agata, **Kumar, V**., Bijmolt, Tammo, Potapov, Dmitriy (2021), "Digital Analytics: Modeling for Insights and New Methods," **Journal of Interactive Marketing**, Vol 51 (August), 26-43.

Hollebeek, L., **V Kumar**, and R. Srivastava, (2022), "From Customer-, to Actor-, to Stakeholder Engagement: Taking Stock, Conceptualization, and Future Directions," **Journal of Service Research**. Vol. 25 (2), pp. 328-343.

Kumar, **V**., A Dixit, R. Javalgi, and N. Turken, (2022), "Can Artificial Intelligence Overshadow Human Intelligence," **Management and Business Review**, Spring.

Kim, Kihyun H. and **V. Kumar** (2021), "Money or Friendship? Winning over Customers," **Management and Business Review**, Vol. 1 (2), pp.87-96.

Kumar, V. and Mani Vannan (2022), "It Takes Two to Tango: Statistical Modeling and Machine Learning," **Journal of Global Scholars of Marketing Science**.

Kumar, V. and R. Srivastava (2020), "New Perspectives on Business Model Innovations in Emerging Markets," **Journal of the Academy of Marketing Science,** Vol. 48, pp. 815–825.

Kumar, V., Ramachandran, Divya and Binay Kumar (2020). "Influence of New-Age Technologies on Marketing: A Research Agenda", **Journal of Business Research**. https://doi.org/10.1016/j.jbusres.2020.01.007

Meire, Mattijs, Hewett, Kelly, Ballings, Michel**, Kumar, V.** and Dirk Van de Poel (2020). "Not All Social Media Posts Are Equal" featured in **Harvard Business Review,** March, p. 25.

Kopalle, Praveen K., **Kumar, V**., and Mohan Subramaniam, (2020), "How Legacy Firms Can Embrace the Digital Ecosystem Via Digital Customer Orientation," **Journal of the Academy of Marketing Science**, 48, 114–131.

Meire, Mattijs, Hewett, Kelly, Ballings, Michel**, Kumar, V.** and Dirk Van de Poel (2019). "The Role of Marketer-Generated Content in Customer Engagement Marketing," **Journal of Marketing**, Vol. 83 (6), pp. 21-42.

Xiao, L and **V. Kumar** (2021). "Robotics for Customer Service: A Useful Complement or an Ultimate Substitute?", **Journal of Service Research.** Volume 24 Issue 1, pp. 9-29.

Kumar, V., Rajan, Bharath, Venkatesan, Rajkumar and Jim Lecinski (2019). "Understanding the Role of Artificial Intelligence in Personalized Engagement Marketing," **California Management Review**, Vol. 61 (4), pp. 135-155.

Chang, Yaping, Li, You, Yan, Jun and **V. Kumar** (2019). "Getting More Likes: The Impact of narrative Person and Brand Image on Customer-brand Interactions," **Journal of the Academy of Marketing Science**, pp. 1-19.

Kumar, V., Nim, Nandini and Amalesh Sharma (2018). "Driving the Growth of M-Wallets in Emerging Markets: A Retailer's Perspective," **Journal of the Academy of Marketing Science**, Vol. 47 (4), pp. 747-769.

Sharma, Amalesh, **Kumar, V.,** and Koray Cosguner (2019). "Modeling Emerging Market Firms' Competitive Price and Retail Distribution Strategies," **Journal of Marketing Research,** Vol. 56 (3), pp. 439-458

Kumar, V., Rajan, Bharath, Gupta, Shaphali and Ilaria Dalla Pozza (2019). "Customer Engagement in Service," **Journal of the Academy of Marketing Science,** Vol. 47 (1), pp. 138–160.

Sharma, Amalesh, Saboo, Alok and **V. Kumar** (2018). "Investigating the Influence of Characteristics of New Product Introduction Process on Firm Value: The Case of Pharmaceutical Industry," **Journal of Marketing,** Vol. 82 (5), pp. 66-85.

Sharma, A., Saboo, A., and **V. Kumar (2018),** Finding the Perfect Pace for Product Launches," **Harvard Business Review**, July-August, pp. 20-22.

Kumar, V. (2018). Transformative marketing: The next 20 years: **Journal of Marketing**, Vol 82 (4), pp. 1-12.

Kumar, V., Anand, Ankit and Nandini Nim (2018). "Assessing the Relative Impact of Major Sources of Innovation on the Brand Equity of a Firm: A Conceptual Framework and Propositions:" **Review of Marketing Research**, Emerald, (15), pp. 103-146.

Kumar, V., Goreczny, Ashley and Todd Maurer (2018). "What Drives a Salesperson's Goal Achievement? An Empirical Examination," **Journal of Business and Industrial Marketing**, Vol. 33 (1), pp. 3-18.

Petersen**,** J. Andrew, **Kumar, V.,** Polo, Yolanda and F. Javier Sese (2018). "Unlocking the power of marketing: understanding the links between customer mindset metrics, behavior, and profitability," **Journal of the Academy of Marketing Science**, Vol. 46 (5), pp. 813-836. *(Finalist the 2018 Sheth Foundation Award for the Best Paper published in the Journal of the Academy of Marketing Science)*

Kim, Kihyun H. and **V. Kumar** (2018). "The Relative Influence of Economic and Relational Direct Marketing Communications on Buying Behavior in B2B Markets," **Journal of Marketing Research**, Vol. 55 (1), pp. 48-68.

Kumar, V. (2018). "A Theory of Customer Valuation: Concepts, Metrics, Strategy, and Implementation," **Journal of Marketing**, Vol. 82 (1), pp. 1-19.

Kumar, V., Nim, Nandini and Amalesh Sharma (2017). "M-Wallets: Marketing Power or a Hype," **Journal of World Marketing Summit**, Vol. 03, No. 1.

Umashankar, Nita, Bhagwat, Yashoda and **V. Kumar** (2017). "Do Loyal Customers Really Pay More for Services?" **Journal of the Academy of Marketing Science**, Vol. 45 (6), pp. 807–826. *(Finalist, the 2017 Sheth Foundation Award for the Best Paper published in the Journal of the Academy of Marketing Science)*

Sood, Ashish and **V. Kumar** (2017). "Analyzing Client Profitability across Diffusion Segments for a Continuous Innovation," **Journal of Marketing Research**, Vol. 54 (6), pp. 932-951.

Zhang, Xi, **Kumar, V.** and Koray Cosguner (2017). "Dynamically Managing a Profitable Email Marketing Program," **Journal of Marketing Research**, Vol. 54 (6), pp. 851-866.

Saboo, Alok, **Kumar, V.** and Ankit Anand (2017). "Assessing the Impact of Customer Concentration on IPO and Balance-Sheet Based Outcomes," **Journal of Marketing**, Vol. 81 (6), pp. 42-61. *(Finalist, the 2018 Hunt/Maynard Award for the paper published in Journal of Marketing in 2017 for the best contribution to the theory of marketing.)*

Kumar, V., Dogan, Orhan and Avishek Lahiri (2017). "Engaging Customers in the App World through Smart Analytics," **Mind Your Marketing**, 2 (1), pp. 83-94**.**

Kumar, V. and Bharath Rajan (2017). "What's In It for Me? The Creation and Destruction of Value for Firms from Stakeholders," **Journal of Creating Value**, Vol. 3 (2), pp. 1-15.

Sundar, Sarang, **Kumar, V.,** Goreczny, Ashley and Todd Maurer (2017). "How to Predict Turnover on Your Sales Team," **Harvard Business Review**, Vol. 95 (4), pp. 22-24.

Kumar, V. (2017). "The Role of University Research Centers in Producing Scholarly Research," **Journal of the Academy of Marketing Science**, Vol. 45 (4), pp. 453-458.

Kumar, V. and Amalesh Sharma (2017). "Leveraging marketing analytics to improve firm performance: Insights from implementation," **Applied Marketing Analytics**, Vol. 3 (1) pp. 58-69.

Shah, Denish, **Kumar**, **V.,** Kim, Kihyun H. and Jeewon (Brianna) Choi (2017). "Linking Customer Behaviors to Cash Flow Level & Volatility: Implications for Marketing Practices," **Journal of Marketing Research**, Vol. 54 (1), pp. 27-43.

Sundar, Sarang, **Kumar, V.**, Goreczny, Ashley and Todd Maurer (2017). "Why do Salespeople Quit? An Empirical Examination of Own & Peer Effects on Salesperson Turnover Behavior", **Journal of Marketing Research**, Vol. 54 (3), pp. 381-397**.**

Kumar, V., Saboo, Alok, Chakravarty, Anindita and Sharma Amalesh (2017). "Influencing Acquisition Performance: Role of Innovation and Relational Overlap," **Journal of Marketing Research**, Vol. 54 (2), pp. 219-238**.**

Pansari, Anita and **V. Kumar** (2017). "Customer Engagement - The Construct, Antecedents and Consequences," **Journal of the Academy of Marketing Science**, Vol. 45 (3) pp. 294-311. *(Finalist, the 2017 Sheth Foundation Award for the Best Paper published in the Journal of the Academy of Marketing Science).*

Kumar, V., Sharma, Amalesh, and Shaphali Gupta (2017). "Assessing the Influence of Strategic Marketing Research on Generating Impact: Moderating roles of Models, Journals and Estimation Approaches," **Journal of the Academy of Marketing Science**, Vol. 45 (2), pp. 164-185.

Kumar, V. (2017). "Integrating Theory and Practice in Marketing," **Journal of Marketing**, Vol. 81 (2), pp. 1-7.

Saboo, Alok, **Kumar, V. and** G. Ramani, (2016). "Evaluating the Impact of Social Media Activities on Human Brand Sale," **International Journal of Research in Marketing**, Vol. 33 (3), 524-541.

Sundar, Sarang, **Kumar. V,** and Yi Zhao (2016). "Measuring the Lifetime Value of a Customer in the Consumer-Packaged Goods (CPG) industry, **Journal of Marketing Research**, Vol. 53 (6), 901-921.
(Winner of the 2017 Donald R. Lehmann Award for the Best dissertation-based article published in the Journal of Marketing or Journal of Marketing Research)

Kumar, V., Keller, Kevin and Kay Lemon (2016). "Mapping the Boundaries of Marketing: What Needs to be Known," **Journal of Marketing**, Vol. 80 (6), pp. 1-5.

Kumar, V. (2016). "Is Customer Satisfaction a (Ir)Relevant Metric?," **Journal of Marketing**, Vol. 80 (5), pp. 108-109.

Kumar, V. and Werner Reinartz (2016). "Creating and Enduring Customer Value," **Journal of Marketing**, Vol. 80 (6), pp. 36-68.
(Finalist, the 2017 MSI/ H. Paul Root Award for the paper published in Journal of Marketing in 2016 that best contributes to the practice of Marketing.)
(Finalist, the 2017 Harold H. Maynard Award for the paper published in Journal of Marketing in 2016 for the best contribution to the theory of marketing.)

Kumar, V. and Anita Pansari (2016). "Competitive Advantage through Engagement," **Journal of Marketing Research**, Vol. 53 (4), pp. 497-514.

Kumar, V. and Shaphali Gupta (2016). "Conceptualizing the Evolution and Future of Advertising," **Journal of Advertising**, Vol. 45 (3), pp. 302-317.

Holm, Morten, **Kumar, V.** and Thomas Plenborg (2016). "An Investigation of Customer Accounting Systems As A Source Of Sustainable Competitive Advantage," **Advances in Accounting**, Vol. 32 (March), pp. 18-30.

Kumar, V., Bhagwhat, Yashoda and Xi (Alan) Zhang (2016). "Winning Back Lost Customers," **Harvard Business Review,** March, pp. 22-23.

Baker, Andrew, Donthu, Naveen and **V. Kumar** (2016). "Investigating How Word of Mouth Conversations About Brands Influence Purchase and Retransmission Intentions," **Journal of Marketing Research,** Vol. 53 (2), pp. 225-239.

Kumar, V., Dixit, Ashutosh, Javalgi, Rajshekar (Raj) G. and Mayukh Dass (2016). "Research framework, strategies, and applications of intelligent agent technologies in marketing," **Journal of the Academy of Marketing Science**, Vol. 44 (1), pp. 24-45.
(Finalist for the 2017 Sheth Foundation Award for the Best Paper Published in Journal of the Academy of Marketing Science)

Kumar, V. (2016). "My Reflections on Publishing in Journal of Marketing (Editorial)," **Journal of Marketing,** Vol. 80 (1), pp. 1-6.

Kumar, V. and Bharath Rajan (2015). "Insights for Decision Making in a Global and Digital Marketing Environment," **Journal of World Marketing Summit** (Issue dedicated to Phillip Kotler), Vol. 1 (1), pp. 28-37.

Kumar, V., Sharma, Amalesh, Donthu, Naveen and Carey Rountree (2015). "Implementing Integrated Marketing Science Modeling at a Non-Profit Organization: Balancing Multiple Business Objectives at Georgia Aquarium," **Marketing Science**, Vol. 34 (6), pp. 804-814. *(Finalist for the 2013-14 Gary L. Lilien ISMS- MSI Practice Prize)*

Kumar, V., Bhagwat, Yashoda and Xi (Alan) Zhang (2015). "Regaining "Lost" Customers: The Predictive Power of First Lifetime Behavior, the Reason for Defection, and the Nature of the Winback Offer," **Journal of Marketing**, Vol. 79 (4), pp. 34-55.

Kumar, V., Sunder, Sarang, and Robert P. Leone (2015). "Who's Your Most Valuable Salesperson?" **Harvard Business Review**, April, Vol. 93(4), pp.62–68.

Kumar, V. and Anita Pansari (2015). "Measuring the Benefits of Employee Engagement," **MIT Sloan Management Review**, Vol. 56 (4), pp. 67-72.

Kumar, V., Sharma, Amalesh, Donthu, Naveen and Carey Rountree (2015). "Boosting the Demand in Experience Economy," **Harvard Business Review**, Vol. 93(1), pp. 24-26.

Petersen, J. Andrew and **V. Kumar** (2015). "Perceived Risk, Product Returns, and Optimal Resource Allocation: Evidence from a Field Experiment," **Journal of Marketing Research**, Vol. 52 (2), pp. 268-285**.**

Shah, Denish, **Kumar, V.** and Yi Zhao (2015). "Diagnosing the Brand Performance: Accounting for the Dynamic Impact of Product Availability with Aggregate Data," **Journal of Marketing Research**, Vol. 52 (2), pp. 147-165.

Petersen, J. Andrew, Kushwaha, Tarun and **V. Kumar** (2015). "Marketing Communication Strategies and Consumer Financial Decision Making: Role of National Culture," **Journal of Marketing**, Vol. 79 (1), pp. 44-63.

Kumar, V. (2015). "Evolution of Marketing as a Discipline: What Has Happened and What to Look Out For (Editorial)," **Journal of Marketing**, Vol. 79 (1), pp. 1-9.

Shah, Denish, **Kumar, V.** and Kihyun (Hannah) Kim (2014). "Managing Customer Profits: The Power of Habits," **Journal of Marketing Research**, Vol. 51 (6), pp. 726-741.

Kumar, V., Sunder, Sarang and Robert P. Leone (2014). "Measuring and Managing a Salesperson's Future Value to the Firm," **Journal of Marketing Research**, Vol. 51 (5), pp. 591-608.

Kumar, V., Umashankar, Nita, Kim, Kihyun (Hannah) and Yashoda Bhagwat (2014). "Assessing the Influence of Economic and Customer Experience Factors on Service Purchase Behaviors," **Marketing Science**, Vol. 33 (5), pp. 693-711.

Kumar, V. (2014). "My Plans for the Journal of Marketing, An Editor-in-Chief's Perspective (Editorial)," **Journal of Marketing**, Vol. 78 (4), pp. 1-4.

Kumar, V. and Angeliki Christodoulopoulou (2014). "Sustainability and Branding: An Integrated Perspective," **Industrial Marketing Management**, Vol. 43 (1), pp. 6-15.

Kumar, V. and Anita Pansari (2014). "The Construct, Measurement, and Impact of Employee Engagement: a Marketing Perspective," **Customer Needs and Solutions**, Vol. 1 (1), pp. 52-67.

Jayachandran, Satish, Kaufman, Peter, **Kumar, V.**, and Kelly Hewett (2013). "Brand Licensing: What Drives Royalty Rates?" **Journal of Marketing**. Vol. 77 (5), pp. 108-122.

Bohling, Timothy, **Kumar, V.** and Riddhi Shah (2013), "Predicting Purchase Timing, Product Choice, and Purchase Amount for a Firm's Adoption of a Radically Innovative Information Technology: An Analysis of Cloud Computing Services," **Service Science**, Vol. 5, 102-123.

Kumar, V., Bhaskaran, Vikram, Mirchandani, Rohan and Milap Shah (2013). "Creating a Measurable Social Media Marketing Strategy: Increasing the Value and ROI of Intangibles & Tangibles for Hokey Pokey," **Marketing Science**, Vol. 32(2), pp. 194-212. *(Winner of the 2011-12 Gary L. Lilien ISMS- MSI Practice Prize for outstanding marketing science work that has had significant organizational impact)*

Kumar, V., Chattaraman, Veena, Neghina, Carmen, Skiera, Bernd, Aksoy, Lerzan, Buoye, Alexander and Joerg Henseler (2013). "Data-Driven Services Marketing in a Connected World," **Journal of Service Management**, Vol. 24 (3), pp. 330-352.

Gupta, Suraksha and **V. Kumar** (2013). "Sustainability as a Corporate Culture of a Brand for Superior Performance," **Journal of World Business**, Vol. 48 (3), pp. 311-320.

Kumar, V., Petersen, A. and R. P. Leone (2013). "Defining, Measuring and Managing Business Reference Value," **Journal of Marketing**, Vol. 77 (1), pp. 68-86.

Shah, Denish and **V. Kumar** (2012). "The Dark Side of Cross-Selling," **Harvard Business Review**, Vol. 90 (12), pp. 21-23.

Kumar, V. and Rohan Mirchandani (2012). "Increasing the ROI of Social Media Marketing," **MIT Sloan Management Review**, Vol. 54 (1), pp. 55-61.

Kumar, V. and Bharath Rajan (2012). "The Perils of Social Coupon Campaigns," **MIT Sloan Management Review**, Vol. 53 (4), pp. 13-14.

Shah, Denish, **Kumar, V.**, Yingge, Qu and Sylia Chen (2012). "Unprofitable Cross-buying: Evidence from Consumer & Business Markets," **Journal of Marketing**, Vol. 76 (3), pp. 78-95.

Kumar, V. and Bharath Rajan (2012). "Social Coupons as a Marketing Strategy: A Multifaceted Perspective," **Journal of the Academy of Marketing Science**, Vol. 40 (1), pp. 120-136.

Holm, Morten, **Kumar, V.** and Carsten Rohde (2012). "Measuring Customer Profitability in Complex Environments: An Interdisciplinary Contingency Framework,"

Journal of the Academy of Marketing Science, Vol. 40 (3), pp. 387-401.

Rust, Roland T., Venkatesan, Rajkumar and **V. Kumar** (2011). "Will the Frog Change into a Prince? Predicting Future Customer Profitability," **International Journal of Research in Marketing**, Vol. 28 (4), pp. 281-294.
(Finalist for the 2012 Best Paper Award published in the International Journal of Research in Marketing)

Kumar, V., Sriram, S., Luo, Anita Man and Pradeep Chintagunta (2011). "Assessing the Effect of Marketing Investments in a Business Marketing Context," **Marketing Science**, Vol. 30 (5), pp. 924-940.

Kumar, V. and Denish Shah (2011). "Can Marketing Lift Stock Prices?" **MIT Sloan Management Review**, Vol. 52 (4), pp. 24-26.

Kumar, V., Jones, Eli, Venkatesan, Rajkumar and R.P. Leone (2011). "Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing?" **Journal of Marketing**, Vol. 75 (1), pp. 16-30.
(Finalist, the 2011 Harold H. Maynard Award for the Best paper Published in the Journal of Marketing)

Kumar, V. and Denish Shah (2011). "Uncovering Implicit Customer Needs for Determining Explicit Product Positioning: Growing Prudential Annuities' Variable Annuity Sales," **Marketing Science**, Vol. 30 (4), pp. 595-603

Lilien, Gary, Bowman, Douglas, Ding, Min, Grewal, Rajdeep, Griffin, Abbie**, Kumar**, **V.**, Narayandas, Das, Peres, Renana and Raji Srinivasan (2010). "Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda," **Marketing Letters**, Vol. 21 (3), pp. 287-299.

Kumar, V., Aksoy, Lerzan, Donkers, Bas, Wiesel, Thorsten, Venkatesan, Rajkumar and Sebastian Tillmanns (2010). "Undervalued Customers: Capturing Total Customer Engagement Value," **Journal of Service Research**, Vol. 13 (3), August, pp. 297-310.

Kumar, V. (2010). "A Customer Lifetime Value-based Approach to Managing Marketing in the Multichannel, Multimedia Retailing Environment" **Journal of Interactive Marketing**, Vol. 24 (2), pp. 71-85.
(Winner of the 2015 Editor's Choice Award for the Best Paper published in the Journal of Interactive Marketing in a five-year period (2010-2014))

Kumar, V., Petersen, J. Andrew and R. P. Leone (2010). "Driving Profitability by Encouraging Customer Referrals: Who, When and How," **Journal of Marketing**, Vol. 74 (5), pp. 1-17.

Petersen, J. Andrew and **Kumar V.** (2010). "Can Product Returns Make You Money?" **MIT Sloan Management Review**, Vol. 51 (3), pp. 85-89.

Kumar, V. and Yashoda Bhagwat (2010). "Listen to the Customer," **Marketing Research: A Magazine of Management and Applications**, Vol. 22 (2), pp. 14-19.

Kumar, V., Venkatesan, Rajkumar and Bharath Rajan (2009). "Implementing Profitability through a Customer Lifetime Value Framework," **Marketing Intelligence Review**, Vol. 1 (2), pp. 32-43.

Krasnikov, Alexander, Jayachandran, Satish 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), 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), 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 the Right Customers," **Strategic Finance**, Vol. 91 (3), pp. 27-33.

Petersen, J. Andrew, and **V. Kumar** (2009). "Are Product Returns a Necessary Evil? Antecedents and Consequences," **Journal of Marketing**, Vol. 73 (3), pp. 35-51. *(Winner of the 2010 Donald R. Lehmann Award for the Best dissertation-based article published in the Journal of Marketing or Journal of Marketing Research) (Finalist, the 2009 MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing), and (Finalist, the 2009 Harold H. Maynard Award for the Best paper Published in the Journal of Marketing)*

Kumar, V., Dalla Pozza, Ilaria, Peterson, J. Andrew and Denish Shah (2009). "Reversing the Logic: The Path to Profitability through Relationship Marketing," **Journal of Interactive Marketing**, Vol. 23 (2), pp. 147-156.

Kumar, V., Fan, Jia, Gulati, Rohit and P. Venkat (2009). "Marketing-Mix Recommendation to Manage Value Growth at P&G Asia Pacific," **Marketing Science**, Vol. 28 (4), pp. 645-655.

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, Ghose, Anindya, Hess, James D., Iyengar, Raghuram, Jing, Bing, Joshi, Yogesh, **Kumar**, **V.**, Lurie, Nicholas, Neslin, Scott, Sajeesh, S., Meng, Su, Syam, Niladri, Thomas, Jacquelyn and Z. John Zhang (2008). "Putting One-to-One Marketing to Work: Personalization, Customization and Choice," **Marketing Letters**, Vol. 19 (314), pp. 305-321.

Kumar, V., Venkatesan, Rajkumar and Werner Reinartz (2008). "Performance Implications of Adopting a Customer-Focused Sales Campaign," **Journal of Marketing**, 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 Management and Applications**, Vol. 20 (3), pp. 26-32.

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

Ramani, Girish and **V. Kumar** (2008). "Interaction Orientation & Firm Performance," **Journal of Marketing**, 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. 1-96

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

Kumar, V., Petersen, J. Andrew and Robert P. Leone (2007). "How Valuable is Word of Mouth?" **Harvard Business Review**, Vol. 85 (10), pp. 139-146.

Venkatesan, Rajkumar, **Kumar V.** and Nalini Ravishankar (2007). "Multi-Channel Shopping: Causes and Consequences," **Journal of Marketing**, 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**, 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)

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

Kumar, V. (2006). "CLV: A Databased Approach," **Journal of Relationship Marketing**, Vol. 5 (2/3), pp. 7-35.

Kumar, V., Lemon, Katherine N. and A. Parasuraman (2006). "Managing Customers for Value: An Overview and Research Agenda," **Journal of Service Research**, Vol. 9 (2), pp. 87-94.

Gupta, Sunil, Hanssens, Dominique, Hardie, Bruce, Kahn, William, **Kumar, V**., Lin, Nathaniel, Ravishanker, Nalini and S. Sriram (2006). "Modeling Customer Lifetime Value," **Journal of Service Research**, Vol. 9 (2), pp. 139-155.

Kumar, V., Venkatesan, Rajkumar and Werner Reinartz (2006). "Knowing What to Sell, When, to Whom," **Harvard Business Review**, Vol. 84 (3), pp. 131-137.

Kumar, V. and J. Andrew Petersen (2005). "Using a Customer Level Marketing Strategy to Enhance Firm Performance: A Review of Theoretical and Empirical Evidence," **Journal of the Academy of Marketing Science**, Vol. 33 (4), pp. 504-519.

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**, Vol. 19 (2), pp. 44-62.

("Runner-Up" Award for the Best Paper Published in 2005 in the Journal of Interactive Marketing).

Reinartz, Werner, Thomas, Jacquelyn and **V. Kumar** (2005). "Balancing Acquisition and Retention Resources to Maximize Customer Profitability," **Journal of Marketing**, Vol. 69 (1), pp. 63-79.
(Winner of the MSI/H. Paul Root Award 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**, Vol. 68 (4), pp. 106-125.
(Winner of the Donald R. Lehmann Award for the best Paper published in Journal of Marketing/ Journal of Marketing Research in a 2-year period (2003-2004), May 2005).

Rust, Roland, Ambler, Tim, Carpenter, Gregory S., **Kumar, V.** and Rajendra K. Srivastava (2004). "Measuring Marketing Productivity: Current Knowledge and Future Directions," **Journal of Marketing**, 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**, Vol. 16 (3), pp. 28-34.

Kumar, V., Ramani, Girish and Timothy R. Bohling (2004). "Customer Lifetime Value Approaches and Best Practice Applications." **Journal of Interactive Marketing**, 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** Vol. 82 (7/8), 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 CLV Analysis to the Next Level," **Journal of Integrated Marketing Communications** *(formerly Journal of Integrated Communications)*, Vol. 4 (1), pp. 27-33.

Kumar, V., Bohling, Timothy R. 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/H. Paul 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**, Vol. 80 (7), pp. 86-97.

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

Berger, Paul D., Bolton, Ruth N., Bowman, Douglas, Briggs, Elten, **Kumar**, V., Parsuraman, A. 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.

Kumar, V., Ramaswami, Sridhar N. and Rajendra K. Srivastava (2000). "A Model to Explain Shareholder Returns: Marketing Implications" **Journal of Business Research**, Vol. 50 (2), pp. 157-167.

Reinartz, Werner and **V. Kumar** (2000). "On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing," **Journal of Marketing**, Vol. 64 (4), pp. 17-35.
(Winner of the Donald R. 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., Bass, Frank M. and **V. Kumar** (2000). "Impact of a Late Entrant on the Diffusion of a New Product / Service," **Journal of Marketing Research**, Vol. 37, (2), pp. 269-278.

Kumar, V. and Jaishankar Ganesh (1995). "State-of-the-Art in Brand Equity Research: What We Know 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, (2), pp. 113-124.

Area: Retailing / Services/ Marketing Communication / Scanner Data

Hung, Hsiu-Yu, A Kumar, **V Kumar**, P.B. Lowry, C.C. Lin (forthcoming), "To go Public or Private: Handling Consumer Complaints from a Dynamic Triadic Perspective", **Journal of the Academy of Marketing Science.**

Mahmoud, A., **V Kumar**, L. Fuxman, S. Gupta, A. Berman, W. Reisel, and A. Stefanidis, (2026), "Crisis-Induced Service Decline Rationalization (CISDR): Reconfiguring Organizational Frontlines in Extreme Contexts," **Journal of Service Research**, https://doi.org/10.1177/10946705261471935

Kumar, V. and Venkatesan, R. (2021), "Metrics and Analytics in Retailing: The Way Forward", **Journal of Retailing**. Volume 97, Issue 4, pp. 496 – 506.

Roggeveen, A., Sethuraman, R., **Kumar, V**., and Venkatesan, R. (2021), "Introduction to the Special issue of Metrics and Analytics in Retailing". **Journal of Retailing.** Volume 97, Issue 4, pp. 493 – 495.

Krafft, Manfred**, V. Kumar,** C. Harmeling, S. Singh, T. Zhu, J. Chen, T. Duncan, W. Fortin, E. Rosa, and B. Ryan (2021), "Insight is Power: Understanding the Terms of the Consumer-Firm Data Exchange**," Journal of Retailing.** Volume 97 (1), pp. 133-149.

Kumar, V., Anand, Ankit and Hyunseok Song (2017). "Future of Retailer Profitability: An Organizing Framework," **Journal of Retailing**, Vol. 93 (1), pp. 96-119.

Saboo, Alok, **Kumar, V.** and Insu Park, (2016). "Using Big Data to Model Time-Varying Effect for Marketing Resources (Re)allocation," **Management Information Systems Quarterly**, Vol. 40 (4), pp. 911-939.

Kumar, V., Sunder, Sarang and Amalesh Sharma (2015). "Leveraging Distribution to Maximize Firm Performance in Emerging Markets," **Journal of Retailing**, Vol. 91 (4), pp. 627-643.

George, Morris, **Kumar, V**. and Dhruv Grewal (2013). "Maximizing Profits for a Multi-Category Catalog Retailer," **Journal of Retailing**, Vol. 89 (4), pp. 374-396.

Kumar, V., Dalla Pozza, Ilaria and Jaishankar Ganesh (2013). "Revisiting the Satisfaction-Loyalty Relationships: Empirical Generalizations and Directions for Future Research," **Journal of Retailing**, Vol. 89 (3), pp. 246-262.
(Runner-up, the 2015 Davidson Award for the Best Paper published in the Journal of Retailing in a 2-year period (2013 - 2014)).

Pancras, Joseph, Sriram, S. and **V. Kumar** (2012). "Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment," **Management Science**, Vol. 58 (11), pp. 2001-2018.

Pillai, Kishore Gopalakrishna and **V. Kumar** (2012). "Differential Effects of Value Consciousness and Coupon Proneness on Consumers' Persuasion Knowledge of Pricing Tactics," **Journal of Retailing**, Vol. 88 (1), pp. 20-33.

Dellaert, Benedict, Krafft, Manfred, **Kumar, V**., Irwin, Mimi, Reinartz, Werner and Rajan Varadarajan (2011). "Retailing Innovations in a Globalizing Retail Market Environment," **Journal of Retailing**, Vol. 87 (1), pp. S53-S66.

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

Petersen, J. Andrew, McAlister, Leigh, Reibstein, David J., Winer, Russell S., **Kumar, V**. 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., George, Morris and Joseph Pancras (2008). "Cross-buying in Retailing: Drivers and Consequences," **Journal of Retailing**, Vol. 84 (1), pp. 15-27.
(Winner, 2009 Davidson Award for the Best Paper Published in the Journal of Retailing)

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

Kumar, V. and Srinivasan Swaminathan (2005). "The Different Faces of Coupon Elasticity," **Journal of Retailing**, Vol. 81 (1), pp. 1-13.

Kumar, V. and Denish Shah (2004). "Building and Sustaining Profitable Customer Loyalty for the 21st Century," **Journal of Retailing**, Vol. 80 (4), pp. 317-329.
(Ranked # 1 for the most downloaded article in the history of Journal of Retailing)

Kumar, V., Madan,Vibhas and Srini S. Srinivasan (2004). "Price Discounts or Coupon Promotions: Does It Matter?" **Journal of Business Research**, Vol. 57 (9), 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 Store Environment on Retailer Performance," **Journal of Business Research**, Vol. 49 (2), pp. 167-181.

Reinartz, Werner and **V. Kumar** (1999). "Store -, Market -, and Consumer - Characteristics: The Drivers of Retail Performance," **Marketing Letters**, 10 (1), 5-23.

Kumar, V., Karande, Kiran and Werner Reinartz (1998). "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.

Balasubramanian, 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.

Balasubramanian, 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), pp. 1-13.

Karande, Kiran and **V. Kumar** (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 the Variation in Short-Term Sales Response to Retail Price Promotions," **Journal of the Academy of Marketing Science**, Vol. 23 (3), pp. 155-169.

Kumar, V. (1994). "Forecasting Performance of Market Share Models: An Assessment, Additional Insights and Guidelines," **International Journal of Forecasting**, Vol. 10 (2), pp. 295-312.

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

Kumar, V., Kerin, Roger A. and Arun Pereira (1991), "An Empirical Assessment of Merger and Acquisition Activity 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 (2), 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 (2), pp. 178-185.

Kumar, V., Leone, Robert P. and Rajendra K. Srivastava (1984). "A Model of U.S. Automobile Demand," **Advances in Consumer Research**, Vol. 11 (1), pp. 387-390.

Area: Development of New Methodology

Mahmoud, B. A., V Kumar, S. Gupta (2026), "Trust deficits in sunset industries: Legitimacy Deficits as antecedents to cross-sector partnerships", **Industrial Marketing Management**, https://doi.org/10.1016/j.indmarman.2026.08.001

Woodside, A., and V Kumar (2026), "Anomalies in strategic management, marketing, psychology, and consumer research: An integrative conceptual framework of antecedents, processes, and outcomes", **Strategic Business Research**, https://doi.org/10.1016/j.sbr.2026.100252

Mahmoud, B. A., **Kumar, V**., Berman, A., Elhajjar, S., and Fuxman, L. (2025), "Knowledge, Attitude and Practice Towards Blockchain Potential for Digital Marketing: Scale Development and Validation", **European Journal of Marketing**. 59(3), pp. 601-644.

Mahmoud, B. A., **Kumar, V**., and Spyropoulou, S. (2025), "Identifying the Public's Beliefs about Generative Artificial Intelligence: A Big Data Approach", **IEEE Transactions on Engineering Management**. Vol. 72, pp. 827-841.

Mukhopadhyay, S.**, Kumar, V.,** Sharma, A., & Chung, T. S. (2022). Impact of review narrativity on sales in a competitive environment. **Production and Operations Management,** Volume 31 (June), pp. 2538-2556.

Kumar, V., Saboo, Alok, Agarwal, Amit and Binay Kumar (2020). "Generating Competitive Intelligence with Limited Information: A Case of Multimedia Industry," **Production & Operations Management**, Vol. 29 (1) January 2020, pp. 192–213.

Kumar, V., Leszkiewicz, Agata and Angeliki Christodoulopoulou (2018). "Are You Back for Good or Still Shopping Around? Investigating Customers' Repeat Churn Behavior," **Journal of Marketing Research,** Vol. 55 (2), pp. 208-225.

Kumar, V., Choi, Jeewon (Brianna) and Malik Green (2017). "Synergistic Effects of Social Media and Traditional Marketing on Brand Sales: Capturing the Time-Varying Effects," **Journal of the Academy of Marketing Science,** Vol. 45 (2), pp. 268-288. *(Finalist, the 2017 Sheth Foundation Award for the Best Paper published in the Journal of the Academy of Marketing Science)*

Kumar, V., Zhang, Alan and Anita Man Luo (2014). "Modeling Customer Opt -In and Opt-Out in a Permission-Based Marketing Context," **Journal of Marketing Research**, Vol. 51 (4), pp. 403-419.
(*Winner of the 2016 Donald R. Lehmann Award for the Best dissertation-based article published in the Journal of Marketing or Journal of Marketing Research)*

Luo, Anita Man and **V. Kumar** (2013). "Recovering Hidden Buyer-Seller Relationship States to Measure the Return on Marketing Investment in Business-to-Business Markets," **Journal of Marketing Research**, Vol. 50 (1), pp. 143-160.
(*Winner of the 2014 Donald R. Lehmann Award for the Best dissertation-based article published in the Journal of Marketing or Journal of Marketing Research)*)

Kumar, V. and Bala Sundaram (2012). "An Evolutionary Roadmap to Winning with Social Media Marketing," **Marketing Research: A Magazine of Management and Applications**, Vol. 24 (2), pp. 4-7.

Venkatesan, Rajkumar, Krishnan, Trichy V. and **V. Kumar** (2004). "Evolutionary Estimation of Macro-Level Diffusion Models Using Genetic Algorithms: An Alternative to Nonlinear Least Squares," **Marketing Science**, Vol. 23 (3), pp. 451-464.

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

Kumar, V., Nagpal, Anish 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. 583-603.

Kumar, V. and Timothy R. Bohling (2001). "Decision Models Aid Research," **Marketing Research: A Magazine of Management and Applications**, Vol. 13 (4), pp. 42-43.

Armstrong, J. Scott, Morvitz, Vicki G. and **V. Kumar** (2000). "Sales Forecasts for Existing Consumer Products and Services: Do Purchase Intentions Contribute to Accuracy?" **International Journal of Forecasting**, Vol. 16 (3), 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., Leone, Robert P. and John N. Gaskins (1995). "Aggregate and Disaggregate Sector Forecasting using Consumer Confidence Measures," **International Journal of Forecasting**, Vol. 11 (3), pp. 361-377.

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

Dyer, James S., Lund, Richard N., Larsen, John B., **Kumar, V**. 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," **Journal of the Academy of Marketing Science**, Vol. 16 (1), pp. 103-113. *(Special Issue on the State of the Art in Marketing Research)*.

Area: International Marketing

Sood, Ashish, **Kumar, V.**, and Gupta, Shaphali (2024), "Modeling the Antecedents of Multi-Generational Services Adoption Behavior of Clients Across Countries: The Role of Mindset Metrics ", *Journal of International Business Studies*, 54(9), pp. 1661-1686.

Gupta, Shaphali, **Kumar, V**. and Kandaswamy, B. (2024), "Design Thinking Approach in International Markets: Implications for the Movie Industry", *AIB Insights***.** https://doi.org/10.46697/001c.90395

Sood, Ashish, Gupta, Shaphali, and **Kumar, V**. (2023), "Consequences of Multigenerational Services Adoption Behavior: Global Client Engagement", *Journal of International Marketing, pp. 43-63.*

Fjellström, D., Hilletofth, P., Fang, T., **Kumar, V**., Kumar, A., and Hua Tan, K. (2023), "Manufacturing Relocation ambiguity model: a prerequisite for knowledge management", **British Journal of Management**.

Sharma, A**., Kumar, V.,** Borah, S.B., and Adhikary, A. (2022). "Complexity in a Multinational Enterprise's Global Supply Chain and its International Business Performance: A Bane or a Boon?" **Journal of International Business Studies**, Volume 53 (5), pages 850–878.

Kumar, V., Borah, S.B., Sharma, A. and Akella, L.Y. (2021). "Chief Marketing Officers' Discretion and Firms' Internationalization: An Empirical Investigation," **Journal of International Business Studies**, Vol 52 (3), pp. 363 – 387. https://doi.org/10.1057/s41267-020-00378-y

Kumar, V., Borah, S.B., Sharma, A. and Akella, L.Y. (2021). "How to Help Your CMO Boost Global Growth," **Harvard Business Review**, November – December.

Kumar, V., Nim, Nandini and Amit Agarwal (2021). "Platform-based Mobile Payments Adoption in Emerging and Developed Countries: Role of Country-level Heterogeneity and Network Effects," **Journal of International Business Studies**, Vol. 52 (8) pp. 1529-1558.

Kumar, V., Sood, A., Gupta, S., and Sood, N. (2021), "Prevention vs. Promotion-Focus Regulatory Efforts on the Disease Incidence and Mortality of COVID-19: A Multinational Diffusion Study using Functional Data Analysis," **Journal of International Marketing**.

Kumar, V. (2019), "Global Implications of Cause-related Loyalty Marketing" **International Marketing Review**, forthcoming. https://doi.org/10.1108/IMR-06-2019-0160

Sharma, Amalesh, **Kumar, V.,** Yan, Jun, Borah, Sourav Bikash and Anirban Adhikary (2019). "Understanding the Structural Characteristics of a firm's whole buyer-supplier network and its impact on International Business Performance," **Journal of International Business Studies**, Vol. 50 (3), pp. 365-392

Sood, Ashish and **V. Kumar** (2018). **"**Client Profitability of Diffusion Segments across Countries for Multigenerational Innovations: The Influence of Firm, Market, and Cross-National Differences," **Journal of International Business Studies,** Vol. 49 (9), pp. 1237–1262

Gupta, Shaphali, Pansari, Anita and **V. Kumar** (2018). "Global Customer Engagement," **Journal of International Marketing,** Vol. 26 (1), pp. 4-29.

Sharma, Amalesh, **Kumar, V.** and Sourav Bikash Borah (2017). "Ritualization: A strategic toll to position brands in International markets," **Journal of International Marketing**, Vol. 25 (2), pp. 1-24.

Kumar, V. and Anita Pansari (2016). "National Culture, Economy, and Customer Lifetime Value: Assessing the Relative Impact of the Drivers of Customer Lifetime Value for a Global Retailer," **Journal of International Marketing**, Vol. 24 (1), pp. 1-21**.** *(Winner of the 2017 S. Tamer Cavusgil Award for the Best Paper published in the Journal of International Marketing in 2016.)*

Kumar, V. (2014). "Understanding Cultural Differences in Innovation: A Conceptual Framework in the Future Research Directions," **Journal of International Marketing**, Vol. 22 (3), pp. 1-29. (*Lead Article*)
(Winner, 2015 S. Tamer Cavusgil Award for the Best Paper published in the Journal of International Marketing in 2014)

Kumar, V., Sharma, Amalesh, Shah, Riddhi and Bharath Rajan (2013). "Establishing Profitable Customer Loyalty for Multinational Companies and Emerging Economies: A Conceptual Framework," **Journal of International Marketing**, Vol. 21(1), pp. 57-80.

Kumar, V., Sunder, Sarang and B. Ramaseshan (2011). "Analyzing the Diffusion of Global Customer Relationship Management: A Cross-Regional Modeling Framework," **Journal of International Marketing**, Vol. 19 (1), pp. 23-39.

Kumar, V. and Trichy V. Krishnan (2002). "Multinational Diffusion Models: An Alternative Framework," **Marketing Science**, Vol. 21 (3), pp. 318-330.

Kumar, V. and Anish Nagpal (2001), "Segmenting Global Markets: Look Before You Leap," **Marketing Research: A Magazine of Management and Applications**, Vol. 13 (1), pp. 8-13.

Kumar, V., Ganesh, Jaishankar and Raj Echambadi (1998). "Cross-National Diffusion Research: What We Know and How Certain Are We?" **Journal of Product Innovation Management**, Vol. 15 (3), pp. 255-268.

Ganesh, Jaishankar, **Kumar, V.** and Velavan Subramaniam (1997). "Learning effect in multinational diffusion of consumer durables: An exploratory investigation," **Journal of the Academy of Marketing Science**, Vol. 25 (3), pp. 214- 228.

Kumar, V. and Velavan Subramaniam (1997). "A Contingency Framework for the Mode of Entry Decision," **Journal of World Business** *(formerly Columbia Journal of World Business)*, Vol. 32 (1), pp. 53-72.

Ganesh, Jaishankar and **V. Kumar** (1996). "Capturing the Cross-National Learning Effect: An Analysis of an Industrial Technology Diffusion," **Journal of the Academy of Marketing Science**, Vol. 24 (4), pp. 328-337.

Kumar, V. and Nancy Albers (1996). "Identifying Factors for Successful Exporting by Small Businesses: Implications for Competitive Advantage," **Revista de Estadistica**, Vol. 8 (10), pp. 39-54.

Kumar, V., Stam, Antonie and Erich A. Joachimsthaler (1994). "An Interactive Multicriteria Approach to Identifying Potential Foreign Markets," **Journal of International Marketing**, Vol. 2 (1), pp. 29-52.

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.

CONVERSE AWARD SYMPOSIUM

Kumar, V. (2012). "Tracing the Evolution of the Customer Lifetime Value (CLV) Body of Knowledge," **American Marketing Association Publications**, University of Illinois, Urbana-Champaign, IL
(2012 Paul D. Converse Award Symposium)

CONFERENCE PROCEEDINGS

Zhang, X., **Kumar, V.** & Cosguner, K. (July, 2015). "Dynamically Managing a Profitable Email Marketing Program," **2015 AMA Summer Marketing Educators' Conference Proceedings**, Chicago, IL.
(Winner of the Best Paper Award, Digital Marketing Track)

Kumar, V., Bhagwat, Y. & Zhang, A. (May, 2012). "Defection Detection: How Understanding Why Customers Left Can Win Them Back**," 41st EMAC Conference: Marketing to Citizens-Going Beyond Customers and Consumers**, Lisbon, Portugal.

Kumar, V., Bhaskaran, V., Mirchandani, R. & Shah, M (May, 2012). "Creating a Measurable Social Media Marketing Strategy for Hokey Pokey: Increasing the Value and ROI of Intangibles & Tangibles," **41st EMAC Conference: Marketing to Citizens-Going beyond Customers and Consumers**, Lisbon, Portugal.

Ramani, G. & **Kumar, V.** (February, 2012). "The Impact of Social Loyalty and Social Word-of-Mouth on Sales," 2012 **AMA Winter Marketing Educators' Conference**, St. Petersburg, FL. *(Winner of the Best paper Award in the Digital and Social Media Track)*

Ramani, G., **Kumar, V.** & Chang, H. (February, 2012). "The Dynamics of Fan Sign-ups, Word-of-mouth, and Sales: Evidence from a Social Networking Website," **2012 AMA Winter Marketing Educators' Conference**, St. Petersburg, FL.
(Winner of the Best Paper Award in the Marketing Analytics and Research Track)

Sriram, S., **Kumar, V.** & Pancras, J. (June, 2011). "Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment," **2011 INFORMS Marketing Science Conference**, Rice University, Houston, TX.

Kumar, V., Morris, G. & Pancras, J. (2010). "Cross-Buying in Retailing: Causes and Consequences," **AMA Winter Marketing Educators' Conference**, New Orleans, LA.

Kumar, V., Srinivasan, S. & Anderson, R. E. (2009). "Cultivating Customer Loyalty: Why Businesses Do Not Have Complete Control?" **AMA Winter Marketing Educators' Conference**, Tampa, FL.

Petersen, J. A. & **Kumar, V.** (2009). "Measuring and Maximizing Donor Lifetime Value Using Donor Selection and Resource Allocation Strategies," **AMA Winter Marketing Educators' Conference**, Tampa, FL.

Petersen, J. A. & **Kumar, V.** (2008). "CLV and Optimal Resource Allocation: 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)
(Winner of the Overall Conference Best Paper)

Kumar, V., Fan, J., Gulati, R., & Venkat, P. (2008). "Maximizing Value Growth at P&G, Asia Pacific," **European Marketing Academy (EMAC)**, Brighton, U.K.

Kumar, V., Luo, M. A. & Rao, V. (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. & Ramani, G. (2006). "Interaction Orientation: The New Measure of Marketing Capabilities," paper presented at **AMA Winter Educators' Conference**, St. Petersburg, FL.

Kumar, V., Petersen, J. A., & Leone, R. P. (2006). "The Power of Customer Advocacy," paper presented at AMA Winter Educators' Conference, St. Petersburg, FL.

Kumar, V. & George, M. (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. & Luo, M. A. (2006). "Linking an Individual's Brand Value to the Customer Lifetime Value," paper presented at **AMA Winter Educators' Conference**, St. Petersburg, FL.

Kumar, V., Shah, D. & Venkatesan, R. (2006). "Measuring & Managing Customer Lifetime Value Based Retailer Strategy," paper presented at **AMA Winter Educators' Conference**, St. Petersburg, FL.

Kumar, V., Jones, E. & Venkatesan, R. (June, 2000). "The Effect of Perceived Customer Value on the Market Orientation-Performance Relationship," paper presented at **AMA's International Marketing Conference**, Buenos Aires, Argentina.

Kumar, V., Jones, E. & Venkatesan, R. (June, 2000). "Reinvestigating the Roles of Competitive Intensity and Turbulence in the Market Orientation-Business Performance Relationship," paper presented at **AMA's International Marketing Conference**, Buenos Aires, Argentina.

Ganesh, J. & **Kumar, V.** (October, 1997). "Understanding the Multinational Diffusion of Innovation: Implications for Market Entry Decisions**," Proceedings of the Academy of International Business Conference**, Monterrey, Mexico.

Werner, R. & **Kumar, V.** (1997). "The Impact of Store Positioning on Store Performance," Proceedings of the **24th International Research Seminar in Marketing - Marketing Communications and Consumer Behavior**, La Londe les Maures, France.

Ganesh, J., **Kumar, V.** & Kotabe, M. (September, 1996). "Competitive Strategies of Firms in Multi-domestic and Global Industries: An Empirical Investigations of the Strategy - Performance Relationship," Proceedings of the Academy of International Business Conference, Banff, Alberta, Canada.

Pereira, A. & **Kumar**, V. (1995). "Related Diversification Through Acquisition: An Analysis of Firms in Industrial, Service and Consumer Markets," Proceedings of the **13th Annual International Conference of the Association of Management**.

Subramaniam, V. & **Kumar**, V. (1995). "The Antecedents, Process and Consequences of Total Quality Management - A Tool for Achieving Sustainable Competitive Advantage," **AMA Summer Marketing Educators' Conference**.

Kumar, V. & Karande, K. (1995). "Does Coupon Usage Vary with Consumer Purchase Patterns?" **AMA Winter Marketing Educators Conference**.

Leone, R. P. & **Kumar, V.** (1992). "**Information Explosion in Marketing**," Editors of the Proceedings of the 1992 AMA Summer Educators' Conference, Chicago, IL.

Kumar, V. & Pereira, A. (1988). "Modeling Social Marketing Products using New Product Growth Models," **AMA Winter Marketing Educators' Conference**.

Kumar, V. & Leone, R. P. (1984), "Approximation Modeling," **AMA Summer Educators' Conference**.

Golden, L., **Kumar, V.** & Hoyer, W. (1983). "The Effects of One- and Two-sided Messages, Benefit Appeal and Related Memberships on Propensity to Join a Professional Organization," **American Psychological Association**.

MSI RESEARCH REPORT

Pancras, Joseph, Sriram, S. and **V. Kumar** (2009). "Investigating the Effect of New Store Openings in a Dynamic Environment," MSI Working Paper Series, **Report #09-114**.

Kumar, V., and Denish Shah (2008). "From Customer Equity to Market Capitalization," MSI Working Paper Series, **Report # 08-113**.
(Winner, 2010, the Robert Buzzell Award, MSI)

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

Venkatesan, Rajkumar, **V. Kumar** and Timothy R. Bohling (2005). "A Comparison of Metrics for Selecting Profitable Customers," MSI Working Paper Series, **Report # 05-121**.

Venkatesan, Rajkumar and **V. Kumar** (2003). "Using Customer Lifetime Value in Customer Selection and Resource Allocation," MSI Working Paper Series, **Report # 03-112**.

Balasubramanian, Siva K. and **V. Kumar** (1990). "Analyzing Variations in Advertising and Promotional Expenditures: Key Correlates in Consumer, Industrial, and Service Markets," **Special Report # 90-109**.

Kumar, V. and Robert P. Leone (1989). "Measuring the Effect of Retail Store Promotions on Brand and Store Substitution," **Special Report # 89 - 100**.

Rust, Roland, Linda Price, and **V. Kumar** (1985). "EEG Response to Advertisements in Print and Broadcast Media," **Report # 85 - 111**.

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.

"Unflagging Support," The Houston Post, p. D-1, D-5, February 25, 1991.

"Are You Using Those Manufacturers' Coupons?," Indo-American News, p. 15, April 7, 1990.

"Grocers Hope to Avoid Casualties in the Great Coupon War," The Houston Chronicle, Section D, P. 1, March 14, 1990.

"Speaking of Trade Promotion...," Progressive Grocer, p.10, November 1988.

"How Prices Affect Store Switching," Adweek/Promote, p.14, August 1988.

RESEARCH IN PROGRESS (Select Topics)

Ethics in AI

AI Implementation and Use

Climate Change

Sustainability

Donor Lifetime Value

Salesperson-Sales Team Management

Monetizing Social Media Influence.

Channel Deletion

Internationalization of Movies

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

INVITED RESEARCH PRESENTATIONS

"Transformative Marketing"
McMaster University, Hamilton, ON, Canada
March 2025

"The Power of Business Transformation"
WE School, Mumbai, India
March 2025

"Transformative Marketing"
WE School, Mumbai, India.
December 2024

"Transformative Marketing and Gen AI for Research"
Leeds University Business School, Leeds, U.K.
November 2024

"Transformative Marketing"
HUST, Wuhan, China
October 2024

"AI Powered Marketing"
HUST, Wuhan, China
October 2024

"Generative AI in Marketing: Promises, Perils, and Public Policy Implications"
HUST, Wuhan, China
October 2024

"Conducting Scholarly Research with Rigor & Relevance"
MICA, Ahmedabad, India
July/August 2024

"Span of Control and Salesforce Performance: An Empirical Investigation"
University of Manitoba, Winnipeg, Canada
March 2024

"The Interface of Sustainability, Innovation and Technology in the Ridesharing Industry"
Lang Chair Marketing Leadership Research Seminar
University of Guelph, Guelph, ON Canada
February 2024

"Generating Research Ideas for Publishing in Scholarly Journals"
Goa Institute of Management, Goa, India
April 2023.

"Salesperson Span of Control"
Brock University, St. Catharines, ON, Canada
October 2022

"Publishing Research in Top Journals"
Leeds University Business School, Leeds, U.K.
October 2022

"Nudging and Engagement in Healthcare"
Florida State University, Tallahassee, FL
March 2022

"Antecedents and Consequences of Multigenerational Services Innovation"
University of Tulsa, Tulsa, OK
September 2021

"Making India Center of Practice-Oriented Management Knowledge"
Vaibhav Summit, India
October 2020

"Generating Ideas for Scholarly Research"
University of Texas at Arlington
Arlington, TX
September 2020

"Linking Innovation to Engagement"
Brock University, St. Catharines, ON, Canada
September 2020

"Customer Experience (CX)"
2019 AMA Sheth Foundation Doctoral Consortium
New York University, New York, NY
June 2019

"Publishing in Top Journals"
Huazhong University of Science and Technology, Chiang Jiang Scholar
Wuhan, China
May-June 2019

"Influence of New-Age Marketing Technologies on Marketing"
Huazhong University of Science and Technology, Chiang Jiang Scholar
Wuhan, China
May-June 2019

"Customer Behavior and Branding"
ISBM Asia
ISBM, New Delhi, India, April 2019
"Customer Behavior and Branding"
ISB, Hyderabad, India, April 2019

"Engagement Marketing"
IIMB Distinguished Faculty (Marketing) Lecture &Interaction Series
IIMB, Bangalore, India, November 2018

"Engagement Marketing: What, Why and How"
Customer Centricity World
Hansa Cequity, Mumbai, India, November 2018

"Consumer Behavior"
AMA-Sheth Foundation Consortium
University of Leeds, Leeds, England, June 2018

"Meet the Editors"
AMA-Sheth Foundation Consortium
University of Leeds, Leeds, England, June 2018

"How CEBCM Functions"
Marketing Research Workshop
International Institute for Management Development (IMD)
Lausanne, Switzerland, June 2018

"Transformative Marketing"
2018 JAMS India Conference
ISB Hyderabad, India, April 2018

"Generating Ideas for Publishing Scholarly Research"
Inaugural Research Camp
Kadir Has University, Istanbul, Turkey, April, 2018

"Regaining Lost Customers But Only to Lose Them Again"
Inaugural Research Camp
Kadir Has University, Istanbul, Turkey, April 2018

"Building and Nurturing Customer and Employee Engagement"
Marketing Research Workshop
Newcastle University London, London, England, October 2017

"Emerging Topics in Marketing Research"
Marketing Workshop
University of Glasgow, Glasgow, Scotland, September 2017

"How to Publish in Top Marketing Journals"
Marketing Workshop
University of Glasgow, Glasgow, Scotland, September 2017

"Customer Engagement"
Indian School of Business, Hyderabad, India, July 2017

"How to Publish in Scholarly Journals"
Marketing Research Bootcamp
University of Leeds, Leeds, England, July 2017

"Meet the Editors"
Marketing Research Bootcamp
University of Leeds, Leeds, England, July 2017

"How to Develop Successful Doctoral Students"
2017 Haring Symposium
Indiana University, Bloomington, IN, April 2017

"Rigor and Relevance in Research"
Management Development Institute, Gurgaon, India, April 2017

"Creating the culture of mentor/mentee relationships to maximize research productivity"
Management Development Institute, Gurgaon, India, April 2017

"Economic Theory of Customer Valuation"
Indian School of Business, Hyderabad, India, November 2016

"Engagement Strategy: A New Source of Competitive Advantage"
Indian School of Business, Hyderabad, India, November 2016

"The Theory of Value in Customers"
University of Cambridge, Cambridge, England, July 2016

"Getting Ideas for Research in Scholarly Journals"
University of Leeds, Leeds England, July 2016

"Choosing the Right Methods for Research"
University of Leeds, Leeds England, July 2016

"Publishing in Top Journals"
University of Leeds, Leeds England, July 2016

"Doing Research with Rigor and Relevance"
University of Strathclyde, Ljubljana, Slovenia, May 2016

"Publishing in Scholarly Journals"
University of Ljubljana, Ljubljana, Slovenia, May 2016

"Customer Valuation Theory Using the Customer Lifetime Value Metric"
Spring 2016 Marketing Seminar Series
University of Southern California, Los Angeles, CA, April 2016

"Customer Valuation Theory Using the Customer Lifetime Value Metric"
Mays Dean's Distinguished Scholar
Texas A&M University, College Station, TX, April 2016

"Publishing in Scholarly Journals"
Mays Dean's Distinguished Scholar
Texas A&M University, College Station, TX, April 2016

"Customer Valuation Theory Using the Customer Lifetime Value Metric"
50th Year Celebration College of Business Marketing Department Two Day Event
University of Texas, Arlington, TX, March 2016

"Customer Valuation Theory: The Role of Customer Lifetime Value"
Stockholm School of Economics, Stockholm, Sweden, December 2015

"Research Using Social Media and Digital Marketing: Three Research Studies"
Singapore Management University, Singapore, November 2015

"Rigor and Relevance in Research"
Indian Institute of Technology, Madras, India, November 2015

"Engagement: A Source of Competitive Advantage"
Fudan University, Shanghai, China, October 2015

"Research Using Social Media and Digital Marketing"
Huazhong University of Science and Technology, Wuhan, China, October 2015

"Use of Social Media in Predicting Brand Sales"
Tsinghua University Beijing, China, October 2015

"Doing Research With Impact"
AMA/Sheth Doctoral Consortium
London Business School, London, England, July 2015

"Predicting the Drivers of Cash Flow Level and Volatility"
2nd Marketing Research Camp
University of Leeds, Leeds, England, June 2015

"Getting Ideas for Research"
2nd Marketing Research Camp
University of Leeds, Leeds, England, June 2015

"Engagement: A Source of Competitive Advantage"
Dartmouth College, Hanover, NH, May 2015

"The Culture of Business and the Business of Culture"
Institute for Asian Consumer Insights
Nanyang Technological University, Singapore, April 2015

"Publishing in the Journal of Marketing"
Institute for Asian Consumer Insights
Nanyang Technological University, Singapore, April 2015

"Rigor and Relevance in Research"
Institute for Asian Consumer Insights
Nanyang Technological University, Singapore, April 2015

"Getting Ideas for Research in Scholarly Journals"
University of New South Wales Business School, April 2015

"Leveraging Big Data for Marketing: Managing Customers by 'Habit' to Enhance Firm Value"
University of New South Wales Business School, April 2015

"Rigor and Relevance in Research"
Ben-Gurion University of the Negev, Beer-Sheva, Israel March 2015

"Leveraging Big Data for Marketing: Managing Customers by 'Habit' to Enhance Firm Value"
Ben-Gurion University of the Negev, Beer-Sheva, Israel March 2015

"Meet the Editors"
The Emerging Markets Conference Board
Institute of Management Technology, Ghaziabad, Dubai, January 2015

"Advice from the editor of JM"
Let's Talk About Service
Ghent University, Brussels, Belgium, December 2014

"What Matters in Social Media and Digital Marketing?"
Digital Analytics Summit
Boğaziçi University, Istanbul, Turkey, October 2014

"Capturing the Influence of Social Media Marketing?"
Skolkovo Master's Class
Moscow School of Management, Skolkovo, Russia, September 2014

"Capturing the Influence of Social Media Marketing?"
Skolkovo Alumni Association
Moscow School of Management, Skolkovo, Russia, September 2014

"Managing Customer Profits: The Power of Habits"
2014 China Marketing International Conference
Huazhong University of Science and Technology (HUST), Wuhan, China, July 2014.

"Expectations on Publishing in the Journal of Marketing"
Huazhong University of Science and Technology (HUST), Wuhan, China, July 2014.
"Managing Customer Profits: The Power of Habit"
2014 School of Economics and Management Seminars
Tsinghua University, Beijing, China, July 2014.

"Expectations on Publishing in the Journal of Marketing"
Tsinghua University, Beijing, China, July 2014.

"Publishing Relevant Research for Academia and Business"
AMA Services Doctoral Consortium (SERVSIG)
Miami, FL, June 2014.

"Managing Customer Profits: The Power of Habits"
Research Camp 2014
University of Leeds Business School, Leeds, United Kingdom, June 2014.

"Retailing in Developed and Emerging Markets: Lessons Learned"
2014 Shopper Marketing and Pricing Conference for Leaders and Academics in Retailing
Stockholm School of Economics, Stockholm, Sweden, May 2014.

"Linking Academic Research to Business Practice"
2014 AIM-AMA Sheth Foundation Doctoral Consortium
Indian Institute of Management, Ahmedabad, India, January 2014

"Engagement Orientation: A Catalyst for Profits"
Marketing Edge Research Summit
Chicago, IL, October 2013

"Integrating Findings Research on Emerging Markets,"
2013 Emerging Markets Conference Board Conference
Nelson Mandela Metropolitan University, Port Elizabeth, South Africa, June 2013.

"Rigorous and Relevant Research in Areas That Shape the Future of Marketing,"
2013 Emerging Markets Conference Board Doctoral Consortium
Nelson Mandela Metropolitan University, Port Elizabeth, South Africa, June 2013.

"Doing Research with Rigor and Relevance,"
48th AMA Sheth Foundation Doctoral Consortium,
University of Michigan, Ann Arbor, MI, June 2013.

"Leveraging BID DATA to Identify, Understand, and Manage Customers by 'Habit' to Increase Customer Profits and Improve Firm Performance"
2013 Theory and Practice in Marketing Conference on Marketing Impact
London Business School, Regent's Park, London, United Kingdom, May 2013

"Research on Lifetime Value – Past, Present and Future"
Wharton Marketing Camp
University of Pennsylvania, Philadelphia, PA, 2013

"Sustainability, and Marketing to Socially-Connected Consumers"
2012 International Marketing Conference: MARCON
Indian Institute of Management-Calcutta, Calcutta, India, Dec 2012

"Maximizing Profitable Customer Engagement" two-day research work shop
Pontifical Catholic University of Parana, Brazil, Oct 2012

"Building a Profitable and Loyal Brand & Customer Engagement Strategy"
Marketing Research Group seminar series
Brunel Business School, Brunel University, United Kingdom, Nov 2012

"Publishing Scholarly Journals"
(AIM-AMA), Sheth Foundation, Doctoral Consortium
Bangalore, India, July 2012

"Linking Academic Research to Practice"
(AIM-AMA), Sheth Foundation, Doctoral Consortium
Bangalore, India, July 2012

"Profitable Brand & Customer Engagement"
Marketing Scholar Forum X: Latest Challenges in Research in Marketing
Hong Kong, China, June 2012

"Marketing for Profitable Customer Engagement"
47th AMA Sheth Foundation Doctoral Consortium,
University of Washington, Seattle, WA, June 2012

"The Value of Social Media: Lessons Learned from Successes and Failures"
Leadership Lecture Series: Alumni Speak
Indian Institute of Technology-Madras, Chennai, India, February 2012

"Legends in Marketing: Leaving a Legacy for the Next Generation"
2012 International Marketing Conference
Indian Institute of Management-Lucknow, Lucknow, India, January 2012

"How to Build a Profitable Brand With Loyal Customers"
Conference on Social Networks and Social CRM: The Impact of Social Networks in Business
Bogota, Columbia, October 2011

"Publishing in Leading Marketing Journals"
Workshop on "Increasing Marketing Accountability within the Firm: The Role of Customer Value"
University of Zaragoza, Spain, 2011

"Rethinking Customer Cross-Buying: Insights from Consumer & Business Markets"
Global Conference on Service Excellence
Singapore Management University, Singapore, July 2011

"Crafting a Manuscript: Generating Ideas"
AMA Sheth-Foundation Doctoral Consortium
Oklahoma State University, Stillwater, OK, June 2011

"How MSI has influenced my Research"
AMA Sheth-Foundation Doctoral Consortium
Oklahoma State University, Stillwater, OK, June 2011

"Managing Brands and Customers for Profit"
World Marketing Forum, Keynote Speaker
Accra, Ghana, June 2011

"So, Where Does Marketing Go From Here –How to Create a Marketing Profession We Can All Be Proud Of"
World Marketing Forum, Accra, Ghana, June 2011

"Question & Answer Session with the Marketing Gurus"
Academy of Marketing Science Conference
Coral Gable, FL, May 2011

"Entrepreneurship With Marketing Academia"
Academy of Marketing Science Conference
Coral Gable, FL, May 2011

"Looking Back and Looking Forward in the Marketing-Finance Interface"
AMA Winter Marketing Educators' Conference
Austin, TX, February 2011

"An Interdisciplinary Perspective of Building Shareholder Value"
AMA Winter Marketing Educators' Conference
Austin, TX, February 2011

"Practitioners Viewpoint of Building Shareholder Value"
AMA Winter Marketing Educators' Conference
Austin, TX, February 2011

"Marketing Accountability Standards Board: Moving from the First 3 Years (Start-up) to the Next 3 Years (Changing the Game)" (Panel Chair)
AMA Winter Marketing Educators' Conference
Austin, TX, February 2011

"The ISMS-MSI Practice Prize: History and Impact of the ISMS-MSI Practice Prize"
AMA Winter Marketing Educators' Conference
Austin, TX, February 2011

"CRM in an Emerging Market"
Academy of Indian Marketing Conference on "Emerging Markets in the New World Order-The Paradigm Shift"
New Delhi, India, December 2010

"Service Innovation-When, Where and How?"
ISES Global Conference on Service Excellence
Singapore Management University, Singapore, July 2010

"Crafting a Manuscript: From Idea Generation to Publication"
AMA Sheth-Foundation Doctoral Consortium
Texas Christian University, Fort Worth, TX, June 2010

"Creating Shareholder Value: An Integrated Perspective"
AMA Sheth-Foundation Doctoral Consortium
Texas Christian University, Fort Worth, TX, June 2010

"Towards a Customer Differentiated Strategy"
Harvard Club, New York, NY, May 2010

"Building a Differentiated, Loyal, and Profitable Customer Management Strategy"
Kellogg School of Management, Northwestern University, Evanston, IL, May 2010

"Advances in Marketing Strategy"
Albert Haring Symposium, Keynote Speaker
Indiana University, Bloomington, IN, April 2010

"Managing Brands & Customers for Profits"
Eller College of Management, University of Arizona, Tucson, AZ, March 12-13 2010

"Marketing Accountability and Customer Profitability: An Interdisciplinary Perspective"
AMA Winter Marketing Educators' Conference
New Orleans, LA, February 2010

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

"Managing Brands and Customers for Profit"
Quartz Consulting
Denmark, November 2009

"Linking CLV to Shareholder Value"
Copenhagen Business School, Denmark, 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"
DMEF Conference, Keynote Speech
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 Submit
Myrtle Beach, SC, February 2008

"Brand is Dead. Long Live the Brand"
Confederation 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

"Managing and Maximizing Customer Value"
European Marketing Academy (EMAC)
Reykjavik, Iceland, 2007

"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, 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
University of Connecticut School of Business, Boston, MA, September, 2005

"Linking Brand Equity and Customer Equity"
Zyman Institute of Brand Sciences
Emory University, Atlanta, 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, Atlanta, GA, April, 2004

"Marketing for Profits"
Marketing Roundtable
Georgia State University, Atlanta, GA, 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

"Improving Marketing Productivity: Knowing When to Sell What to Whom"
MSI Conference on Marketing Metrics, Dallas, TX, October 2002

"A Model for Maximizing Customer Equity"
National Conference for Database Marketing
Philadelphia, PA, July 2002

"Defining, Measuring and Managing Customer Equity"
MSI Conference on CRM: Strategies and Implementation, INSEAD
Fontainebleau, France, June 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"
1998 AMA Faculty Consortium
Michigan State University, East Lansing, MI, July 1998

"Research stream in Cross-National Diffusion Models"
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, Athens, GA, August 1998

"Advances in Research Methods"
AMA Doctoral Consortium
University of Cincinnati, Cincinnati, OH, July 1997

"Modeling Global Diffusion Patterns"
University of Oklahoma, Norman, OK, December 1996

"Cross National Diffusion Models: Past, Present and Future"
Stanford University, Palo Alto, CA, May 1996

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

"Measuring Brand Equity"
University of Queensland, Australia, Summer 1995

"Measuring Brand Equity"
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

"Cross-National Diffusion"
Ohio State University, Summer 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

"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

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

"Transformative Customer Experience"
2026 AMA Summer Educator's Conference
Denver, CO, July.

"Why technology Adoption Vary Across nations?"
2026 AMA Global marketing SIG Conference
Nice, France May 2026

"Transformative Marketing Strategies"
2025 AMA Summer Educator's Conference
Chicago, IL August

"Climate Change and Relocation decisions"
2025 AMA Winter Educator's Conference
Phoenix, AZ, February 2025

"Mobile Money Penetration in Low-Income Nations: Multiple Mediation Effects of Latent Demand for Financial Services and Microentrepreneurial Climate"
2024 AMA Summer Educator's Conference
Boston, MA, February 2025

"*Generative AI in Marketing: Promises, Perils, and Public Policy Implications*"
2024 AMA Winter Educator's Conference
St. Petersburg, FL, February 2024

"Rigor and Relevance in Research
2023 Pre-Conference Workshop,
AMA Winter Academic Conference
Nashville, TN, February 2023

"The Power of Marketing in Influencing Finance."
2022 Marketing Strategy Meets Wallstreet
AMA Summer Educators' Conference,
Aug 2022, Chicago, IL

"Broadening the Impact of Marketing",
2021 AMA Winter Educator's Conference – (February) Virtual

"B2B Sales Force Mgmt. and Customer Engagement"
Research Program, Maximizing the Efficiency and Effectiveness of Your Sales Force
ISBM, Hyderabad, India
July 2019

"Modeling the Diffusion of M-wallets across Developed and Emerging Markets"
Leeds Marketing Research Camp,
Leeds, United Kingdom
July 2019

"New Insights from Marketing Research for IB Scholars"
Academy of International Business Annual Meeting,
16th Annual JIBS Paper Development Workshop
Copenhagen, Denmark, June 2019

"Cross-Cultural Management and Marketing"
Academy of International Business Studies,
16th Annual JIBS Paper Development Workshop, Expert Panel
Copenhagen, Denmark June 2019

"Effect of Technological Innovation Adoption Behavior on Client Engagement: An Empirical Analysis"
2019 Theory + Practice in Marketing Conference
Columbia University Business School, New York, New York
May 2019

"Marketing in a Globalized World: Challenges and Opportunities"
AMA Global Marketing SIG Conference
Buenos Aires, Argentina
May 2019

"Engagement Marketing in a Growing Digitalization Context: What, How and Why?"
MIHX-Marketing & Societing LAB
University of Lille, LEM (France)
March 2019

"Understanding Complexity, Transforming the Marketplace"
AMA Winter Academic Conference
Austin, TX, February 2019

"Communication and Marketing in the Digital Age"
7th AIM-AMA Sheth Foundation Doctoral Consortium
MICA, Ahmedabad, India
January 2019

"Assessing the Effect of Sales Teams and Salesforce Support Strategies on Performance"
2018 ISBM Academic Conference
Boston, MA
August 2018

"Developing B2B Engagement"
2018 ISBM Academic Conference
Boston, MA
August 2018

"Modeling Consumer's Contractual Decision in a Continuous Innovation B2b Market with a Forward-looking Dynamic Approach"
AMA Summer Academic Conference
Boston, MA August 2018

"Future Directions in Marketing"
AMA Summer Academic Conference
Boston, MA, August 2018

"Modeling Consumer's Contractual Decision in a Continuous Innovation B2b Market with a Forward-looking Dynamic Approach"
2018 INFORMS Marketing Science Conference
Temple University, Philadelphia PA
June 2018

"Stock Market Response to Disclosure and Surprises in marketing Metrics"
2018 INFORMS Marketing Science Conference
Temple University, Philadelphia PA
June 2018

"Engagement Marketing – What we Know and Need to Know"
2018 EMAC Conference
University of Strathclyde, Glasgow, UK
May 2018

"Investigating the impact of New Product Introduction NPI Process Characteristics on Firm Performance: Case of Global Pharmaceutical Industry"
2018 AMA Global Marketing SIG Conference
Santorini, Greece, May 2018

"The CEBCM Model of PhD student mentorship"
Mentor-Mentee Conference
Rutgers Business School, New Brunswick, NJ
March 2018

"Rigor and Relevance in Research"
Frank M. Bass FORMS Conference, Keynote Address
The University of Texas at Dallas
March 2018

"Editor's Perspective"
2018 AMA Winter Educator's Conference
New Orleans, LA
February 2018

"Doing Interdisciplinary Research in Marketing: A Big Guns Perspective"
2018 AMA Winter Educator's Conference
New Orleans, LA
February 2018

"Client Profitability of Diffusion Segments across Countries for Multigenerational Innovations: The Influence of Firm, Market, and Cross-National Differences"
2018 AMA Winter Educator's Conference, New Orleans, LA February 2018

"Process Characteristics of New Product Introduction (NPI) Process and Firm Value: An Empirical Investigation"
2018 AMA Winter Educator's Conference
New Orleans, LA
February 2018

"Investors Reactions to Analysts' Forecast Ability of Customer Metric: Investor Learning Perspective"
2018 AMA Winter Educator's Conference
New Orleans, LA
February 2018

"Enhancing Firm Performance in the Sharing Economy: A Field Experiment"
2018 AMA Winter Educator's Conference
New Orleans, LA
February 2018

"An Empirical Examination of Role Model behavior between a Mentor and Employee"
2018 AMA Winter Educator's Conference
New Orleans, LA
February 2018

"Mobile Wallets for Retailers: Antecedents and Consequences"
2018 AMA Winter Educator's Conference
New Orleans, LA
February 2018

"Generating Ideas for Research"
2018 AIM- AMA Sheth Foundation Doctoral Consortium
Welingkar Education (WeSchool), Bangalore, India
January 2018

"Emerging Practices in Sales, Marketing, and Innovation"
2017 Super Strategies Conference & Expo, Keynote Address
Las Vegas, NV
November 2017

"Connecting Marketing, Finance, and Accounting Through CLV: A Theory of Customer Valuation"
2017 AMA Summer Conference, Keynote Address
San Francisco, CA
August 2017

"Investigating How Word-of-Mouth Conversations about Brands Influence Purchase and Retransmission Intentions"
2017 AMA Summer Conference
San Francisco, CA, August 2017

"Money or Friendship? What Wins Over Business Customers in Services"
Frontiers in Service Conference 2017
Fordham University, New York, NY
June 2017

"Customer Engagement in Services: An Organizing Framework"
Frontiers in Service Conference 2017
Fordham University, New York, NY
June 2017

"Asking Managerially Relevant Research Questions"
2017 AMA-Sheth Consortium
University of Iowa, Iowa City, IA June 2017

"Meet the Editors of Strategy Journals"
2017 AMA-Sheth Consortium
University of Iowa, Iowa City, IA
June 2017

"A Generalized Customer Lifetime Value Framework for the Health and Fitness Industry"
2017 INFORMS Marketing Science Conference
University of Southern California, Los Angeles, CA
June 2017

"Extending the Customer Lifecycle: Optimal Resource Allocation Throughout the Customer Journey"
2017 INFORMS Marketing Science Conference
University of Southern California, Los Angeles, CA
June 2017

"The Short- & long-Term Impact of Customer Concentration on Firm Performance" 2017 INFORMS Marketing Science Conference
University of Southern California, Los Angeles, CA
June 2017

"Is This New Product a Hot or Miss?: The Role of Screenplays"
2017 INFORMS Marketing Science Conference
University of Southern California, Los Angeles, CA
June 2017

"Meet the Editors"
2017 INFORMS Marketing Science Conference
University of Southern California, Los Angeles, CA
June 2017

"How to Publish in Scholarly Journals"
Thought Leader Conference on Marketing Strategy in Digital, Data-Rich, and Developing Environments
Business School, UIBE, Beijing, China
May 2017

"A Theory of Customer Valuation"
Thought Leader Conference on Marketing Strategy in Digital, Data-Rich, and Developing Environments
Business School, UIBE, Beijing, China May 2017

"Rigor and Relevance in Marketing"
2017 Theory & Practice in Marketing Conference
University of Virginia, Charlottesville, VA
May 2017

"The Shot- and Long-term Impact of Customer Concentration on Firm Performance"
American Marketing Association Global Marketing SIG Conference
Havana, Cuba
April 2017

"Investigating the Impact of Pac, Rhythm, and Scope of New Product Introduction (NPI) Process on Firm Performance"
American Marketing Association Global Marketing SIG Conference
Havana, Cuba
April 2017

"Meet the Editors"
AMA Winter Educators' Conference
Orlando, FL
February 2017

"Generalized Customer Lifetime Value Framework for the Health and Fitness Industry"
AMA Winter Educators' Conference
Orlando, FL
February 2017

"Does Brand Creativity Enhance Customer Engagement?"
AMA Winter Educators' Conference
Orlando, FL
February 2017

"How Customers React"
AMA Winter Educators' Conference
Orlando, FL, February 2017

"Could More Product Offerings be Harming Sales? A Conceptual Framework on the Salesperson's Perspective"
AMA Winter Educators' Conference
Orlando, FL, February 2017

"Modeling Firm Performance in the Sharing Economy"
AMA Winter Educators' Conference
Orlando, FL,
February 2017

"Generating Customer Insight for Profit"
AIM-Welingkar Customer Insights Conference
Mumbai, India
January 2017

"Generating Ideas for Research"
2017 AIM- AMA Sheth Foundation Doctoral Consortium
Welingkar Education (WeSchool), Hyderabad, India
January 2017

"Linking Academic Research to Business Practice"
2017 AIM- AMA Sheth Foundation Doctoral Consortium
Welingkar Education (WeSchool), India January 2017

"Research and Teaching Development"
2017 AIM- AMA Sheth Foundation Doctoral Consortium
Welingkar Education (WeSchool), India January 2017

"Marketing in the Social and Digital Media World"
2016 World Marketing Summit
Grand Prince Hotel New Takanawa, International Convention Center, Tokyo, Japan,
October 2016

"Competitive Advantage Through Engagement Strategies"
2016 World Marketing Summit
Grand Prince Hotel New Takanawa, International Convention Center, Tokyo, Japan,
October 2016

"Cookbooks, Formulas, and Systems: The Tradecraft of Publishing"
2016 Summer AMA Conference
Atlanta, GA, September 2016

"Resource Overlap and Acquisition Performance: An Empirical Investigation"
2016 Summer AMA Conference
Atlanta, GA, September 2016

"Analyzing Customer Profitability for New Products in B2B Markets"
2016 Summer AMA Conference
Atlanta, GA, September 2016

"Impact of Free Samples on Customer Experience and Customer Engagement"
2016 Summer AMA Conference
Atlanta, GA, September 2016

"Distribution Dynamics and Brand Performance: of Market Type, Retail Format and Macroeconomics"
2016 Summer AMA Conference
Atlanta, GA, September 2016

"What Drives Goal Achievement? An Empirical Examination"
2016 Summer AMA Conference
Atlanta, GA, September 2016

"Modeling Customer Experience for Acquired and Retained Customers, when Receiving Free Samples"
The 38th ISMS Marketing Science Conference
Fudan University, Shanghai, China, June 2016

"Meet the Editors"
The 38th ISMS Marketing Science Conference
Fudan University, Shanghai, China, June 2016

"Advertising: Past, Present and Future"
The 38th ISMS Marketing Science Conference
Fudan University, Shanghai, China, June 2016

"Insights from Research in Service Industries"
Thought Leaders in Service Marketing Strategy Conference
HEC, Jouy-en-Josas, France, May 2016

"Doing Research with Rigor and Relevance"
5th International Research Conference in Marketing
University of Strathclyde, Glasgow, Scotland, May 2016

"Publishing in Scholarly Journals"
5th International Research Conference in Marketing
University of Strathclyde, Glasgow, Scotland, May 2016

"Meet the Editors"
2016 European Marketing Academy Conference (EMAC)
Norwegian Business School, Oslo, Norway, May 2016

"Evaluating the Impact of Social Media Activities on Human Brand Sales"
2016 European Marketing Academy Conference (EMAC)
Norwegian Business School, Oslo, Norway, May 2016

"Meet the Editors"
2016 Academy of Marketing Science Conference
Orlando, FL, May 2016

"Are You Back for Good or Still Shopping Around? Examining the Impact of Win-Back Offers on Customers' Second Lifetime Duration"
2016 Winter Marketing Academic Conference
Las Vegas, NV, February 2016

"Understanding the Relationship Between Customer Concentration and Firm Performance"
2016 Winter Marketing Academic Conference
Las Vegas, NV, February 2016

"Is Quitting Contagious? A Spatiotemporal Model of Salesforce Turnover with Competing Risks"
2016 Winter Marketing Academic Conference
Las Vegas, NV, February 2016

"National Culture, Economy, and Customer Lifetime Value: Assessing the Relative Impact of the Drivers of Customer Lifetime Value for a Global Retailer"
2016 Winter Marketing Academic Conference
Las Vegas, NV, February 2016

"Studying How Brand Traits Moderate Brand Purchase Intentions Resulting from Word-of-Mouth"
2016 Winter Marketing Academic Conference
Las Vegas, NV, February 2016

"Resource Overlap and Acquisition Performance"
2016 Winter Marketing Academic Conference
Las Vegas, NV, February 2016

"Customer Lifecycle Revisited: Multiple Customer Lifetimes in Optimal Resource Allocation Decisions"
2016 Winter Marketing Academic Conference
Las Vegas, NV, February 2016

"Publishing in Scholarly Journals"
4th AIM-AMA Sheth Foundation Doctoral Consortium
Delhi, India, January 2016

"Linking Academic Research to Business Practice"
4th AIM-AMA Sheth Foundation Doctoral Consortium
Delhi, India, January 2016

"Research and Teaching Development"
4th AIM-AMA Sheth Foundation Doctoral Consortium
Delhi, India, January 2016

"Why do Salespeople Quit? An Empirical Examination of Own & Peer effects on Salesperson Churn Behavior"
2015 AMA Summer Marketing Educator's Conference
Chicago, IL, July 2015

"Dynamically Managing a Profitable Email Marketing Program"
2015 AMA Summer Marketing Educator's Conference
Chicago, IL, July 2015

"Meet the Editors"
2015 Summer Marketing Educators' Conference
Chicago, IL, July 2015

"Creating and Communicating Enduring Customer Value"
2015 MSI Frontiers of Marketing Conference
Boston, MA, July 2015

"Distribution Dynamics and Brand Performance: The Role of Market Type, Retail Format and Macroeconomics"
2015 Marketing Science Conference
Baltimore, MA, June 2015

"Dynamically Managing a Profitable Email Marketing Program"
2015 Marketing Science Conference
Baltimore, MA, June 2015

"Examining the Role of Winback Offers in the Likelihood and Timing of Reacquired Customer Defection"
2015 Marketing Science Conference
Baltimore, MA, June 2015

"Generating Competitive Intelligence with Limited Information: A Case of Telecommunications Industry"
2015 Marketing Science Conference
Baltimore, MA, June 2015

"Modeling the Dynamic Decision of a Contractual Adoption of a Continuous Innovation in B2B Market"
2015 Marketing Science Conference
Baltimore, MA, June 2015

"Temporal Clustering of Customers based on Customer Relationship Dynamics using Unsupervised Learning"
2015 Marketing Science Conference
Baltimore, MA, June 2015

"The Impact of Transaction and Relationship Focused Marketing Actions on Buying Behavior in B2b Market"
2015 Marketing Science Conference
Baltimore, MA, June 2015

"The Time-Varying Effect of Marketing-Mix on Sales"
2015 Marketing Science Conference
Baltimore, MA, June 2015

"Publishing in JM" at the Meet the Editors Session
European Marketing Academy Conference
Leuven, Belgium, May 2015

"Managing Customer Cash Flow Volatility to Enhance Firm Value"
2015 AMA Winter Marketing Educator's Conference
San Antonio, TX, February 2015

"To Please Or Not To Please: Relationships Between Customer Satisfaction And Service Attributes: The Case Of Airlines"
2015 AMA Winter Marketing Educator's Conference
San Antonio, TX, February 2015

"Linking Habits to Shareholder Value"
Marketing Strategy Meets Wall Street Conference
Singapore Management University, Singapore, January 2015

"Engagement Orientation: The New Mantra"
2014 AMA Summer Marketing Educator's Conference
San Francisco, CA, August 2014.

"Do Product Forms and Marketing Mix Elements Evolve in Emerging Markets?"
2014 INFORMS Marketing Science Conference
Emory University, Atlanta, GA, June 2014

"Implementing Integrated Marketing Science Modeling at a Non-Profit Organization: Balancing Multiple Business Objectives at Georgia Aquarium"
2014 INFORMS Marketing Science Conference
Emory University, Atlanta, GA, June 2014

"Modeling Customer Opt-In and Opt-Out in a Permission-Based Marketing Context"
2014 INFORMS Marketing Science Conference
Emory University, Atlanta, GA, June 2014

“Modeling New Product Adoption in B2B Markets Abstract”
2014 INFORMS Marketing Science Conference
Emory University, Atlanta, GA, June 2014

“Modeling the Lifetime Value of a Customer (CLV) in the Consumer-Packaged Goods (CPG) Industry”
2014 INFORMS Marketing Science Conference
Emory University, Atlanta, GA, June 2014

“Perceived Risk, Product Returns, and Optimal Resource Allocation: Evidence from a Field Experiment”
2014 INFORMS Marketing Science Conference
Emory University, Atlanta, GA, June 2014

“The Impact of Gift-Giving on Customer Profitability”
2014 INFORMS Marketing Science Conference
Emory University, Atlanta, GA, June 2014

“Modeling Optimal Marketing Resource Allocation Using Time-Varying Effects”
2014 INFORMS Marketing Science Conference
Emory University, Atlanta, GA, June 2014

“Implementing Integrated Marketing Science Modeling at a Non-Profit Organization: Balancing Multiple Business Objectives at Georgia Aquarium”
2014 EMAC Conference
University of Valencia, Valencia, Spain, June 2014

"Maximizing Firm Performance in an Emerging Market: Optimizing Distribution Strategies across Brands, Product Forms, and Store Formats"
2014 Theory & Practice in Marketing Conference on Marketing Impact
Northwestern University, Evanston, IL, May 2014.

“Understanding the ‘Hidden’ Health of Brands and the Effectiveness of Distribution Channels in Emerging Markets”
2014 AMA Winter Marketing Educators’ Conference
Orlando, FL, Feb 2014

“Dynamic Scheduling of Email Content and Sending Timing for Managing a Profitable Email Program”
2014 AMA Winter Marketing Educators’ Conference
Orlando, FL, Feb 2014

“Analyzing Habit Formation of Consumers and Its Implications on Firm Performance”
2014 AMA Winter Marketing Educators’ Conference
Orlando, FL, Feb 2014

“Employee Engagement: The Construct, Antecedents and Consequences”
2014 AMA Winter Marketing Educators’ Conference
Orlando, FL, Feb 2014

"From Market Orientation to Interaction Orientation to Engagement Orientation,"
2013 AMA Summer Marketing Educators' Conference,
Boston, MA, August 2013.

"Managing Customer Profits: The Power of Habits"
2013 Theory & Practice in Marketing Conference on Marketing Impact
London, United Kingdom, May – June 2013.

"The Future Profit Potential of a Salesperson,"
MSI Conference on Marketing Resource Allocation,
University of Virginia, Charlottesville, VA, May 2013.

"Building Profitable Customer Loyalty: The Roadmap and Best Practice"
2013 AMA Winter Marketing Educators' Conference
Las Vegas, NV, February 2013

"The Impact of National Culture on the Relationship between Marketing Efforts"
2013 AMA Winter Marketing Educators' Conference
Las Vegas, NV, February 2013

"The Impact of Gifting Behavior on Customer Profitability"
2013 AMA Winter Marketing Educators' Conference
Las Vegas, NV, February 2013

"Leveraging Customer Habits for Managing Customers & Marketing Resources"
2013 AMA Winter Marketing Educators Conference
Las Vegas, NV, February 2013

"Bridging Marketing Science to Marketing Practice in Emerging Markets"
AIM Annual Marketing Conference
Bangalore, India, July 2012

"Does a Salesperson Have a Future? Understanding the Drivers of a Salesperson's 'Future' Potential"
Thought Leadership Conference on the Sales Profession
Harvard University, Boston, MA, June 2012

"Modeling the Influence of Macro-Economic, Attitudinal and Behavioral Factors on CLV: The Case of the Airline Industry"
2012 INFORMS Marketing Science Conference
Harvard University, Boston, MA, June 2012

"Evaluating Brand Performance in Emerging Markets: How to Account for Product Availability?"
2012 INFORMS Marketing Science Conference
Harvard University, Boston, MA, June 2012

"The Effect of National Culture on Consumer Behavior and Response to Marketing Initiatives"
2012 INFORMS Marketing Science Conference
Harvard University, Boston, MA, June 2012

"Creating a Measurable Social Media Marketing Strategy for Hokey Pokey: Increasing the Value and ROI of Intangibles & Tangibles"
2012 INFORMS Marketing Science Conference
Harvard University, Boston, MA, June 2012

"Is Your Brand Going Out of Fashion? A Quantitative, Causal Study to Predict Brand Value from Search"
2012 INFORMS Marketing Science Conference
Harvard University, Boston, MA, June 2012

"The Power of Second "Customer Lifetime Value"
2012 INFORMS Marketing Science Conference
Harvard University, Boston, MA, June 2012

"Will Employees' and Customers' Perception of Brand Value Affect Firm Profitability?"
2012 INFORMS Marketing Science Conference
Harvard University, Boston, MA, June 2012

"Social Media Strategy: Increasing the Value and ROI of Intangibles and Tangibles"
INFORMS Analytics Practitioners Conference
Huntington Beach, CA, April 2012

"Assessing the Influence of Macro-Economic, Attitudinal and Behavioral Factors on CLV: The Case of the Airline Industry"
2012 AMA Winter Marketing Educators' Conference
St. Petersburg, FL, February 2012

"Relevance vs. Rigor in Marketing Research,"-Expert Panel
2012 AMA Winter Marketing Educators' Conference
St. Petersburg, FL, February 2012

"Marketing/Finance Interface in Marketing Research"
2012 AMA Winter Marketing Educators' Conference
St. Petersburg, FL, February 2012

"Creating a Measurable Social Media Marketing Strategy: Increasing the Value and ROI of Intangibles and Tangibles for Hokey Pokey"
2011-12 ISMS-MSI Practice Prize Conference
University of Maryland, Washington D. C., December 2011
(Winner of the 2011-12 Gary L. Lilien ISMS- MSI Practice Prize for outstanding marketing science work that has had significant organizational impact)

"Quantifying the Value of Business Referrals"
2011-12 ISMS-MSI Practice Prize Conference
University of Maryland, Washington D. C., December 2011

"Modeling The Dynamics of Marketing-Mix Responses In Emerging Markets"
Marketing Dynamics Conference
Jaipur, India, July 2011

"The Financial Determinants of Adopting Radically Innovative Information Technology: An Empirical Anarchy"
Marketing Science Conference
Houston, TX, June 2011

"Understanding the Drivers of Customer Referral Value"
INFORMS Marketing Science Conference
Cologne, Germany, June 2010

"The Role of Attitudes in Customer Value: Does the Contractual Nature of the Relationship Matter?"
INFORMS Marketing Science Conference
Cologne, Germany, June 2010

"A Review of Customer Equity Models in the Context of Discounted Cash Flow Valuation Theory"
INFORMS Marketing Science Conference
Cologne, Germany, June 2010

"Uncovering Implicit Customer Needs for Determining Explicit Product Positioning: Growing Prudential Annuities' Variable Annuity Sales"
INFORMS Marketing Science Conference
Cologne, Germany, June 2010

"Uncovering Implicit Customer Needs for Determining Explicit Product Positioning: Growing Prudential Annuities' Variable Annuity Sales"
ISMS-MSI Practice Conference
Massachusetts Institute of Technology, Cambridge, MA, January 2010

"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, August 2008

"Collaborating Research and Teaching with Companies"
Chair, AMA Summer Marketing Educators' Conference
San Diego, CA, August 2008

"Emerging Strategic Issues in Retailing"
AMA Summer Marketing Educators' Conference
San Diego, CA, August 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, August 2008

"The Future of Marketing Strategy"
AMA Summer Educators' Conference
Pre-Conference Program, Washington, D.C, August 2007

"Managing a Research Center"
AMA Summer Educators' Conference
Washington, D.C, August 2007

"Should Academicians Publish in Practitioner Journal"
AMA Summer Educators' Conference
Washington, D.C, August 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, IL, August 2006

"Customer Management: Is it Truly Valuable to Retailers"
AMA Winter Educator's Conference

St. Petersburg, FL, February 2006

"Managing CLV at IBM,"
Marketing Science Conference
Pittsburgh, PA, June 2006

"Linking CLV to Shareholder Value"
Marketing Science Conference
Pittsburgh, PA, June 2006

"What Drives Cross-buy?"
Marketing Science Conference
Pittsburgh, PA, June 2006

"Managing Customers' Product Returns"
Marketing Science Conference
Pittsburgh, PA, June 2006

"Linking Marketing-Mix Variables to Firm's Performance"
Marketing Science Conference
Pittsburgh, PA, June 2006

"Interaction Orientation: An Empirical Assessment"
Marketing Science Conference
Pittsburgh, PA, June 2006

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

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

"Challenges for Metrics for Customer Selection"
AMA Winter Educator's Conference
St. Petersburg, FL, February 2006

"Customer Management: Is it Truly Valuable to Retailers"
AMA Winter Educator's Conference
St. Petersburg, FL, February 2006

"Will a Frog Change into a Prince: Predicting Changes in Customer Profitability"
AMA Winter Educator's Conference
St. Petersburg, FL, February 2006

"Profitable Management of Channel Adoption of Multichannel Customers"
AMA Winter Educator's Conference
St. Petersburg, FL, February 2006

"Thought Leadership Discussion on Direct & Interactive Marketing"
Academic Practitioner's Conference on Direct Marketing
Williamsburg, VA., January 2006

"Predicting Channel Adoption timing and Customer Profitability"
Marketing Science Conference
Atlanta, GA., June 2005

"Multichannel Shoppers: An Analysis of Behavioral Characteristics"
Marketing Science Conference
Atlanta, GA., June 2005

"Global Diffusion Modeling"
International Symposium on Forecasting
San Antonio, TX., June 2005

"Effect of Power Transformation on Bass Model Curves"
International Symposium on Forecasting
San Antonio, TX, June 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, November 1991

"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, CO., 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, GA, 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,"
ORSA/TIMS Conference
Orlando, Florida, November 1983

"A Model of U.S. Automobile Demand"
International Symposium on Forecasting
Philadelphia, Pennsylvania, June 1983

RESEARCH AWARDS

Research Grant of CAD 7000 from Brock University Research Office, 2025 April.

Research Grant of CAD 7000 from Brock University Research Office, 2024 April.

Awarded $15,000 prize from MSI & Association for Consumer Research (ACR) for research on Customer Experience Initiative titled "Impact of Free Samples on Customer Experience and Customer Engagement."

Awarded $5,000 prize from SEF (Sales Education Foundation)/Neil Rackham Research Program.

Awarded $25,000 prize from Asian Consumer Insights for research on emerging markets.

Awarded $12,000 prize from MSI & Association for Consumer Research (ACR) for research on Shopper Marketing titled "Do Consumers Move in Herds?: An Empirical Study of How Collective Behavior Affects Shopping with an Online Coupon Retailer."

Winner of the 2010 Google-WPP Research Award Competition. Awarded $76,000 prize for research on "Measuring the Value of Word-Of-Mouth in the Social Media".

Awarded $12,000 prize 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

Developing Insights for International Business

Strategies to Enhance Customer Engagement

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

Global Diffusion Models and Marketing Mix Diffusion Models

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 Factors Influencing Foreign Market Entry

Internationalization of Small Businesses

BOOKS

Reynaldo, R., **V Kumar,** A. Oliveira, Philip Kotler, (**forthcoming**), **Strategic Marketing for Higher Education**, Universidad Austral Ediciones (https://ediciones.austral.edu.ar/) – Academic Publisher

Kumar, V., and Philip Kotler **(2024), "***Transformative Marketing: Combining New Age Technologies and Human Insights***",** Palgrave - Macmillan, USA.

Kumar, V. (2024), "*Valuing Customer Engagement***",** Palgrave - Macmillan, USA.

Kumar, V. (2024), "*International Marketing Research: A Transformative Approach***",** Palgrave - Macmillan, USA.

Salunkhe, U., **V Kumar,** D.N. Murthy, and Bharath Rajan (**2023**), **"***Emergent Research on Business and Society: An India-Centric Perspective***,"** TRANSNATIONAL PRESS LONDON, London, U.K.

Kumar, V., and D. Stewart **(2021), "Marketing Accountability for Marketing and Non-Marketing Outcomes, Editors,** Review of Marketing Research, Volume 18**.**

Kumar, V. (2021), "**Intelligent Marketing: Employing New Age Technologies**" Sage Publications: New Delhi, India.

Kumar, V., Robert P. Leone, David A. Aaker, and George S. Day (2019), "**Marketing Research**," 13th edition, John Wiley and Sons, New York, NY.

Kumar, V. and Werner Reinartz, (2018) "**Customer Relationship Management: Concept, Strategy and Tools**," 3rd Edition, Springer.

Palmatier, Robert W., **V. Kumar**, and Colleen M. Harmeling, editors. (2018), "**Customer Engagement Marketing**," Palgrave Macmillan, USA.

Aaker, David A., **V. Kumar**, Robert P. Leone, and George S. Day (2016), "**Marketing Research**," 12th edition, John Wiley and Sons, New York, NY.

Kumar, V. (2015), "**Marketing Research: A Global Outlook**," Sage Publications: New Delhi, India.

Kumar, V, and Denish Shah, editors (2015), "**Handbook of Research on Customer Equity in Marketing**, Edward Elgar Publishing Ltd. USA

Kumar, V. (2015), "**Global Marketing Research**," Sage Publications: New Delhi, India.

Kumar, V. (2013), "**Profitable Customer Engagement: Concepts, Metrics & Strategies**," Sage Publications: New Delhi, India.

Aaker, David A., **V. Kumar**, Robert P. Leone, and George S. Day (2013), "**Marketing Research**," 11th edition, John Wiley and Sons, New York, NY.

Kumar, V. and Werner Reinartz (2012), "**Customer Relationship Management: Concept, Strategy and Tools**," 2nd Edition, Springer.

Kumar, V. and Andrew J. Petersen (2012), **Statistical Methods in Customer Relationship Management**, John Wiley & Sons.

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: Strategies to Increase Profits and Build Loyalty**," 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. (2000), "**International Marketing Research**," 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.

BOOK CHAPTERS

Venkatesan, Rajkumar, **V. Kumar**, and Werner Reinartz (2022), "Customer Relationship Management in Business Markets," **Handbook of Business-to-Business Marketing**, second edition, Eds., Gary L. Lilien, A Petersen, and S. Wuyts, Edward Elgar Publishing Ltd.: Cheltenham, UK, pp. 335 - 358.

Kumar, V. and Bharath Rajan (2020), "Customer Lifetime Value: What, How, and Why," in ***The Routledge Companion to Strategic Marketing*** , eds. Bodo B. Schegelmilch and Russell Winer, Routledge: New York, NY.

Kumar, V. (2021). "**Methodological issues in cross-cultural research: Establishing equivalence**," in **Handbook of Cross-Cultural Marketing Research,** eds. Camille Schuster and Glen Brodowsky, Edward Elgar Publishing Ltd.: Northampton, MA.

Kumar, V. (2019). "Publishing Marketing Strategy Papers in Scholarly Journals," in **How to Get Published in the Best Marketing Journals**, eds. David W. Stewart and Daniel Ladik, Edward Elgar Publishing Ltd.: Northampton, MA.

Kumar, V. (2019). "Introduction: Customer Engagement and Marketing Practice," in **Handbook of Research on Customer Engagement,** eds. Linda D. Hollebeek and David E. Sprott, Edward Elgar Publishing Ltd.: Northampton, MA., pp. 4-19

Pansari, Anita, and **Kumar, V**. (2018), "Customer Engagement Marketing," **Customer Engagement Marketing,** eds., Robert W. Palmatier, **V. Kumar**, and Colleen M. Harmeling, Palgrave Macmillan, Cham., pp. 1-27.

Kumar, V. and Sarang Sunder (2016), "Customer Lifetime Value and Its Relevance to the Consumer-Packaged Goods Industry," **Accountable Marketing,** eds., David W. Stewart and Craig T. Gugel, Routledge, pp. 69-82.

Kumar, V. and Bharath Rajan (2016), "A Strategic Approach to Drive Profits: Defining, Measuring and Managing Customer Value," **The Future of Branding**, eds., Rajendra Srivastava. and Greg M. Thomas, Sage Publications: California, pp. 34-67.

Kumar, V. and Denish Shah (2015), "Introduction: The Evolution of Customer Equity," **Handbook of Research on Customer Equity in Marketing**, Edward Elgar Publishing Ltd., pp. 1-16.

Kumar, V. and Anita Pansari (2015), "Aggregate- and Individual-level Customer Lifetime Value," **Handbook of Research on Customer Equity in Marketing**, Edward Elgar Publishing Ltd., pp. 44-76.

Kumar, V., Nandini Krishnamoorthy, and Gayatri Shukla (2015), "Stop Grouping and Start Regulating – A New Approach to Social Media Marketing," **Handbook of Research on Customer Equity in Marketing**, Edward Elgar Publishing Ltd., pp. 399-430.

Kumar, V. and Gayatri Shukla (2015), "The Future of Customer Equity," **Handbookof Research on Customer Equity in Marketing**, Edward Elgar Publishing Ltd., pp. 483-492.

Kumar, V., Nita Umashankar, Insu Park (2014), "Tracing the Evolution & Projecting the Future of In-Store Marketing," **Shopper Marketing and the Role of In-Store Marketing (Review of Marketing Research, Volume 11)**, eds. Dhruv Grewal , Anne L. Roggeveen , Jens NordfÄlt, Emerald Group Publishing Limited, pp. 27-56.

Kumar, V., Nita Umashankar, and Jee Won (Brianna) Choi (2014), "CRM Metrics and Strategies to Enhance Performance in Service Industries," **Handbook of Services Marketing Research**, eds. Roland Rust and Ming-Hui, Edward Elgar Publishing Ltd.: Cheltenham, UK, pp. 135-165.

Kumar, V. and Nita Umashankar (2012), "Enhancing Financial Performance: The Power of Customer Metrics," **Handbook of Marketing and Finance**, eds., Shankar Ganesan, Edward Elgar Publishing Ltd.: Cheltenham, UK, pp. 9-42.

Kumar, V. and Bharath Rajan (2012), "Customer Lifetime Value Management: Strategies to Measure and Maximize Customer Profitability," **Handbook of Marketing Strategy**, eds., Venkatesh Shankar and Gregory Carpenter, Edward Elgar Publishing Ltd.: Cheltenham, UK, pp. 107-134.

Venkatesan, Rajkumar, **V. Kumar**, and Werner Reinartz (2012), "Customer Relationship Management in Business Markets," **Handbook of Business-to-Business Marketing**, eds., Gary L. Lilien and Rajeep Grewal, Edward Elgar Publishing Ltd.: Cheltenham, UK, pp. 311-331.

Kumar, V. (2011), "Looking Through the Marketing Lens: My Journey So Far…," **Review of Marketing Research**, Vol. 8, pp. 121-157.
(Winner of the Outstanding Author Contribution Award recognized by the Emerald Literati Network Awards for Excellence 2012)

Kumar, V. (2010), "Customer Relationship Management" in **Wiley International Encyclopedia of Marketing**, John Wiley & Sons.

Kumar V. (2009), "Methodological and Conceptual Foundations in International Marketing," in **The Handbook of International Marketing**, Sage Publications: California, pp. 114-162.

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.

Kumar V. (2006), "Relationship Marketing," in **Foundations 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 **Does Marketing Need Reform?**, Editors: Jag Sheth and Raj Sisodia, M.E. Sharpe Inc.: New York, pp. 109-118.

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

Brodie, Roderick J., Peter J. Danaher, **V. Kumar** and Peter S. H. Leeflang (2001), "Econometric Models for Forecasting Market Share," in **Principles of Forecasting: A Handbook for Researchers and Practitioners**, Kluwer Publishers, pp. 597-561.

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.

<u>BOOK REVIEWS</u>

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 (1), pp. 119-121.

PUBLISHED CASES

Kumar, V. and Bharath Rajan (2015), "Starbucks – Going to the Source," in **Global Marketing Research**, Sage Publications.

Kumar, V. and Bharath Rajan (2015), "Tesla's Trademark Troubles," in **Global Marketing Research**, Sage Publications.

Kumar, V. and Bharath Rajan (2015), "Segmenting Indian Households," in **Global Marketing Research**, Sage Publications.

Kumar, V. and Bharath Rajan (2015), "Subaru – A Problem of Plenty," in **Global Marketing Research,** Sage Publications.

Kumar, V. and Bharath Rajan (2015), "Millennials at Work," in **Global Marketing Research**, Sage Publications.

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 (2000), "Phillip Morris Enters Turkey," in **International Marketing Research**, Upper Saddle River, NJ: Prentice Hall.

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

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

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

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

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

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

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

TEACHING

COURSES TAUGHT

Executive MBA: Business Transformation, Customer Relationship Management, Strategic Marketing Management, Customer Behavior and Branding.

Executive Doctorate: Causal Inference, Research Methods I, and II

Doctoral: Causal Inference, New Products Management, Marketing Models, Research in Marketing Strategy, Multivariate Statistical Methods in Marketing, International Marketing Strategy, Research Seminar in Marketing, Survey Research Methods, B2B Engagement, and Salesperson Engagement.

Master's: Artificial Intelligence in Marketing, Brand & Customer Intelligence, Marketing Analytics & Intelligence, 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, Product & Brand Management, Brand Management, Strategic Customer Analytics

Bachelor's: Marketing Research, Marketing Management, International Marketing Research, Information for Marketing Decisions.

IMPROVEMENTS AND INNOVATIONS IN TEACHING

Brand & Customer Intelligence & Analytics (MBAB 5P70), August 2026,
Brock University.
Overall **Course** Evaluation for the HYF section: Mean 5.0 out of 5.0
Overall **Instructo**r Evaluation for the HYF section: Mean 5.0 out of 5.0
Overall **Course** Evaluation for the SYN section: Mean 4.7 out of 5.0
Overall **Instructor** Evaluation for the SYN section: Mean 4.7 out of 5.0

Brand & Customer Intelligence & Analytics (MBAB 5P70), August 2025,
Brock University.
Overall **Course** Evaluation for the HYF section: Mean 5.0 out of 5.0
Overall **Instructor** Evaluation for the HYF section: Mean 5.0 out of 5.0
Overall **Course** Evaluation for the SYN section: Mean 4.8 out of 5.0
Overall **Instructor** Evaluation for the SYN section: Mean 4.8 out of 5.0

Marketing Analytics & Intelligence (MBAB 5P85), August 2024,
Brock University.
Overall **Course** Evaluation for the HYF section: Mean 4.6 out of 5.0
Overall **Instructo**r Evaluation for the HYF section: Mean 5.0 out of 5.0
Overall **Course** Evaluation for the SYN section: Mean 4.0 out of 5.0
Overall **Instructor** Evaluation for the SYN section: Mean 4.3 out of 5.0

Marketing Analytics & Intelligence (MBAB 5P85), August 2023, Brock University.
Overall **Course** Evaluation: Mean 4.9 out of 5.0
Overall **Instructor** Evaluation: Mean 4.9 out of 5.0

Winner, 2024-25 ***Best Teacher Award***, PGPPRO (EMBA) Mumbai Cohort, Indian School of Business, India. Visiting Scholar.

Winner, 2024-25 ***Best Teacher Award***, PGPPRO (EMBA) Bangalore Cohort, Indian School of Business, India. Visiting Scholar

Winner, 2024-25 ***Best Teacher Award***, PGPPRO (EMBA) Hyderabad Cohort, Indian School of Business, India. Visiting Scholar

Winner, 2023-24 ***Best Teacher Award***, PGPPRO (EMBA) Mumbai Cohort, Indian School of Business, India. Visiting Scholar

Winner, 2023-24 ***Best Teacher Award***, PGPPRO (EMBA) Bangalore Cohort, Indian School of Business, India. Visiting Scholar

Winner, 2022-23 ***Best Teacher Award***, PGPPRO (EMBA) Mumbai Cohort, Indian School of Business, India. Visiting Scholar

Winner, 2022-23 ***Best Teacher Award***, PGPPRO (EMBA) Bangalore Cohort, Indian School of Business, India. Visiting Scholar

Winner, 2021-22 ***Best Teacher Award***, PGPPRO (EMBA) Hyderabad Cohort, Indian School of Business, India. Visiting Scholar

Winner, 2021-22 ***Best Professor Award***, PGPPRO (EMBA) Bangalore Cohort, Indian School of Business, India. Visiting Scholar

Winner, 2017-18 ***Best Teacher Award***, J. Mack Robinson College of Business, Georgia State University, Atlanta, GA.

Conferred with ***Best Professor in Marketing*** award by the Golden Star Academic & Educational Excellence Awards 2013 at the World Marketing Summit in Malaysia, 2013

Winner, 2012 ***Outstanding Teaching Excellence Award***, J. Mack Robinson College of Business, Georgia State University, Atlanta, GA.

Conferred with ***Best Professor in Marketing*** trophy and certificate by the Asia's Best Business School Awards Program organized by the CMOAsia.Org in Singapore, 2010.

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

Winner of the ***Graduate Teaching Excellence Award*** in 2007, University of Connecticut.
Winner of the ***MBA Teacher of the Year Award***, University of Connecticut, 2006-07

Based on the students' evaluation of teaching effectiveness of the professors obtained consistently for over 25 years, a Teacher Rating of over the 90th percentile for all the **twenty-four** courses taught in the Bachelors, Masters', Doctoral, and EMBA program.

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

Winner of the ***Teaching Excellence Award*** for the academic year 1991-92, University of Houston.

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

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

TEACHING IN EXECUTIVE PROGRAMS

"Pathway to chief growth and marketing officer architecting global growth"
Advanced Leadership Program for CMOs
ISB Hyderabad, December 2025.

"Pathway to chief growth and marketing officer architecting global growth"
Advanced Leadership Program for CMOs
ISB Hyderabad, February 2025

"Value based Segmentation and Customer Experience in Services"
City of Port Colborne, ON Canada (for Brock University), March 2024.

"Engagement Marketing – Brand, Customer and Salesperson"
Indian School of Business, – National University of Singapore Program,
Hyderabad, India, January 2019

"Customer Centricity for Mercedes-Benz"
Indian School of Business,
Hyderabad, India, August 2018

"Engaging Brands, Customers & Salesperson for Profitable Growth"
J. Mack Robinson College of Business, Georgia State University,
Atlanta, GA, May 2018

"Engaging Customers for Profitable Growth"
Indian School of Business, – National University of Singapore Program,
Hyderabad, India, January 2018

"Creating Customer Value"
Indian School of Business – National University of Singapore Program,
Hyderabad, India, January 2017

"Driving Customer Engagement"
Indian School of Business – National University of Singapore Program,
Hyderabad, India, January 2016

"What Matters in Social Media and Digital Marketing?"
Skolkovo Executive Education, Moscow School of Management,
Skolkovo, Russia, September 2014

"Marketing and Branding"
Executive Education Program, Georgia State University,
Atlanta, GA, October 2013

"Marketing and Branding"
Executive Education Program, Georgia State University,
Atlanta, GA, May 2013

"Global Marketing Network"
Pontificia Catholic University of Parana (PUCPR)
Brazil, October 2012

"Nurturing Profitable Customer Relationships"
ELISA,
Porvoo, Finland, May 2012

"Engaging Customers Profitably"
Deutsche Post, Executive Education Program
Hamburg, Germany, October 2011

"Strategies to Manage Growth and Innovation"
Global Conference on Service Excellence, Singapore Management University,
Singapore, July 2011

"Managing Profitable Growth"
World Marketing Forum,
Accra, Ghana, June 2011

"Managing Brands and Customers for Profit"
Executive Education Program, Georgia State University,
Atlanta, GA, April 2011

"Nurturing Profitable Customer Relationships"
ELISA,
Helsinki, Finland, March 2011

"Marketing and Customer Acumen-The Customer Centric Way"
Executive Education Program, NCR,
Atlanta, GA, August 2010-March 2011

"Managing Brands & Customers for Profits"
American Marketing Association Advanced School of Marketing Research
University of Georgia,
Athens, GA, November 2010

"Optimal Marketing Strategies to Maximize Profit - Answering the 'How To' Question"
Accelerated Design Workshop (Marketing), NCR, Windham Conference Center,
Peachtree City, GA, February 2010

"Managing Customers for Profits"
American Marketing Association Advanced School of Marketing Research
University of Georgia, Athens, GA, November 2009

"Managing Brands and Customers for Profit"
Executive Education Program, MBCE, Denmark, November 2009

"Managing Brands and Customers for Profit"
Executive Education Program, Georgia State University,
Atlanta, GA, September 2009

"Managing Brands and Customers for Profit"
Texas Farm Bureau Program
Executive Education Program, Georgia State University,
Atlanta, GA, September, 2009

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

"Managing Brands and Customers for Profit"
Executive Education Program
Kuala Lumpur, Malaysia, July 2009

"Customer Loyalty and Profitability"
American Marketing Association Advanced School of Marketing Research
University of Georgia, Athens, GA, November 2008

"Can B2B Marketing be made Accountable and Profitable"
Executive Education Program
Harvard Business School, Boston, MA, 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
Duke Corporate Education, Delhi, India, October 2006

"Measuring and Managing Customer Profitability"
AMA School of Marketing Research Workshop
American Marketing Association, Atlanta, GA, November 2005

"Linking Loyalty and Profitability through Customer Lifetime Value"
AMA School of Marketing Research Workshop
American Marketing Association, Athens, GA, November 2004

"Exploiting Customer Lifetime Value"
The Hartford BMCP Executive Program
University of Connecticut, Hartford, CT, October 2004

"Customer Intimacy: The Path to Profitability"
ING CEOs Executive Program
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
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, Boston, MA, June 2001

"The Practice of Internationalization"
Shell Executive Development Program
University of Houston, Houston, TX, October 2000

"Internationalization of Business Process and Methods"
Shell Executive Development Program
University of Houston, Houston, TX, 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, MO, 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, Houston, TX, Fall 1994

"Application of Marketing Research in New Product Design Process"
University of Houston, Houston, TX, 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"
September 1997 American Marketing Association Houston Chapter's Workshop
Houston, TX, 1997

"Advances in Marketing Research"
1996 American Marketing Association's Workshop
San Diego, CA, 1996

"Marketing Segmentation and Target Marketing"
December 1995 American Marketing Association Houston Chapter's Workshop
Houston, TX, 1995

"Obtaining Funds for Research and Writing Research Proposals"
Doctoral Colloquium, Southwestern Marketing Association
Houston, TX, 1995

"Brand Equity: Meaning and Measurement"
Doctoral Colloquium, Southwestern Marketing Association
Houston, TX, 1991

SERVICE

PROFESSIONAL ACTIVITIES

Editor-In-Chief
Journal of Marketing, April 1, 2014 – June 30, 2018

Departmental Editor
Production and Operations Management (2019 – 2023)

Senior Editor
Production and Operations Management (2023 onwards)

Senior Consulting Editor
Marketing Strategy Journal (2024 onwards)

Senior Consulting Editor
Journal of International Business Studies (2017 - 2022)

Senior Consulting Editor
Elsevier Marketing Journals, (2022 -25)

Award

Outstanding Area Editor
Journal of the Academy of Marketing Science, 2022 and 2025.

Winner, 2013 ***Outstanding Service Excellence Award,***
J. Mack Robinson College of Business, Georgia State University

Co-Founder
Academy of Indian Marketing

Chair/Co-Chair
2020 AIM-AMA Conference on "Marketing Communication Strategies for the Dynamic and Digital Business Environment"
BIMTECH, Noida, India, January, 2020.

2019 AIM-AMA Conference on "Marketing Communication Strategies for the Dynamic and Digital Business Environment"
MICA, Ahmedabad, India, January 2019.

2018 AIM-AMA Conference on "Generating Ideas for Research"
Welingkar Institute of Management, Bangalore, India, January 2018.

2017 AIM-AMA Conference on "Gaining Customer Insights"
Welingkar Institute of Management, Mumbai, India, January 2017.

ISMS-MSI Marketing Science Practice Conference
Washington D.C., 2011-2012

ISMS Doctoral Dissertation Proposal Competition, 2010

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

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

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

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

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

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

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

Co-Chair

2020 AIM-AMA Sheth Foundation Doctoral Consortium
BIMTECH, Noida, India, January 2020

2019 AIM-AMA Sheth Foundation Doctoral Consortium
MICA, Ahmedabad, India, January 4-6, 2019

2018 AIM-AMA Sheth Foundation Doctoral Consortium
Welingkar Institute of Management
Bangalore, India, January 5-8, 2018

2017 AIM-AMA Sheth Foundation Doctoral Consortium
Welingkar Institute of Management
Mumbai, India, January 6-8, 2017

2016 AIM-AMA Sheth Foundation Doctoral Consortium
Welingkar Institute of Management
Mumbai, India, January 7-9, 2016

2016 AIM-AMA Sheth Foundation Doctoral Consortium
Institute of Management Technology, Ghaziabad, India,
January 7-9, 2016

2015 AIM-AMA Sheth Foundation Doctoral Consortium
Institute of Management Technology, Dubai
Dubai, January 18-20, 2015

2015 Theory and Practice in Marketing Conference
Georgia State University
Atlanta, GA, June 10-12, 2015

2014 AIM-AMA Sheth Foundation Doctoral Consortium
Indian Institute of Management
Ahmedabad, India, January 5-7, 2014

2012 AIM-AMA Sheth Foundation Doctoral Consortium (Inaugural)
Bangalore, India, July 27-29, 2012

Second Academy of Indian Marketing Conference on "Innovations in Emerging Markets"
Bangalore, India, July 29-31, 2012

Academy of Indian Marketing Conference on "Emerging Markets in the New World Order-The Paradigm Shift"
New Delhi, India, December 16-18, 2010

2009 AMA Sheth Doctoral Consortium Sponsored by AMA, The Sheth Foundation,
Georgia State University
Atlanta, GA, June 2009

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

Thought Leadership Conference on "Retailing: Managing the Customer Experience," sponsored by AMA, MSI
Babson College, MA, April 2008

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

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

Thought Leadership Conference on "Managing Customers for Value" sponsored by AMA, MSI and ING Center for Financial Services, University of Connecticut, September 2005

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

Track Chair

CRM and Relationship Marketing, American Marketing Association's Summer Marketing Educator's Conference
Boston, MA, August 2013

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

Track Co-Chair

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

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

Elected Member

American Marketing Association Academic Council, 2005 - 2007

Member

ISBM-IPSS Advisory Board, Penn State University, State College, PA
AMA Finance & Audit Committee
AMA Knowledge Development Coalition
AMA MPlanet Conference Organizing Committee, 2006 -2007
INFORMS Committee of Conferences, 2002-2004

Panel of Judges

Marketing Science Institute Competition Grants Committee on Sales Management, 2012-2013
Marketing Strategy Award for Early Contributions, 2003-Present
General Motors Marketing Research Competition, March 2003
Marketing Science Institute Competition on Marketing Metrics, 2002-2003

Guest Editor/Co-editor

- Production and Operations Management, Special Issue on "Transformative Marketing and Operations", 2020- 2026.
- Journal of the Academy of Marketing Science, Special Issue on "Transformative Marketing Strategies", 2025 - present.
- California Management Review, Special Issue on "Business Model Transformation", 2024- present.
- Strategic Business Research, Special Issue on "Anomalies in Marketing", 2025- present.
- European Journal of Marketing, Special Issue on "Reinventing Marketing in a Disruptive Economy", 2023- 2026.
- Journal of the Academy of Marketing Science, Special Issue on "Enhancing Customer Engagement", 2021-26.

- Journal of International Marketing, Special Issue on "Disruption in the Multinational Era", 2022- 2023.
- Journal of International Business Studies, Special Issue on "Business Model Innovations in a Disruptive Global Environment", 2020- 2023.
- International Journal of Research in Marketing, Special Issue on "Global Marketing Strategy", 2020-21
- Journal of Retailing, Special Issue on "Metrics and Analytics in Retailing," 2020-21
- Journal of Creating Value, Special Issue on "Measuring and Quantifying Value", 2021-2022.
- Recherche et Applications en Marketing, Special Issue on "Marketing and Globalization."
- Journal of the Academy of Marketing Science, Special Issue on "Managing Business Models and Innovation in Emerging Markets", 2018-2019
- Journal of Marketing, until June 30, 2014
- Journal of Marketing Research, 2010-14.
- Journal of Retailing, Special Issue on "Customer Experience Management in Retailing," 2008
- Journal of Service Research, Special Issue on "Managing Customers for Value,"2006
- International Journal of Forecasting (2002) on Forecasting in Telecommunication

Associate Editor

- Journal of Marketing (until June 30, 2014)
- Journal of Marketing Research until 2020.
- International Journal of Forecasting 2004 - present
- Journal of Retailing (until December 31, 2014)
- Journal of the Academy of Marketing Science, 2012 - present

Guest Associate Editor

Marketing Science

Editorial Review Board

- Marketing Science (until December 31, 2015)
- Journal of Marketing (until June 30, 2014)
- Journal of Marketing Research (until 2012)
- Journal of Retailing
- Journal of Interactive Marketing
- Journal of Business Research
- Journal of International Marketing
- Journal of International Business Studies
- Journal of the Academy of Marketing Science (2010 – July 2015)
- Academy of Marketing Science Review
- International Journal of Internet Marketing and Advertising
- Industrial Marketing Management
- European Business Review
- Journal of World Business, 1996-1998 (formerly Columbia Journal of World Business)

Served/Serves in the Advisory Board

- Journal of Retailing
- Journal of International Marketing
- Journal of Relationship Marketing
- Journal of Business and Industrial Marketing
- Journal of Value Creation
- Journal of Personal Selling and Sales Management

Officer

American Marketing Association Education Council, 1993 – 1994

Reviewer

AMA Educator's Conference, 1987 - 1991
Academy of Marketing Science Conference, 1989

Ad hoc Reviewer

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

Blue Ribbon Panel

Judge, 2022 Mathew Joseph Award Recipient, AMA Docsig.

Judge, AMA Relationship marketing SIG research Grants, 2021 and 2022.

Judge, Best Paper in the AMA Summer Educator's Conference, 1991, 1995

Senior V.P. Conferences & Research

Academic Council, American Marketing Association, 1994 - 1996

Vice President

Practice, INFORMS Society on Marketing Science, 2009- 2014
International Activities Academic Council, American Marketing Association, 1996 - 1998

Board Member

Marketing E.D.G.E. (formerly Direct Marketing Educational Foundation), 2010-Present
Marketing Accountability Standards Board, Chicago, IL, 2008-Present

PROFESSIONAL AFFILIATIONS

American Marketing Association
INFORMS
Academy of Marketing Science
International Institute of Forecasters
Direct Marketing Association
Marketing E.D.G.E (Formerly the Direct Marketing Education Foundation)

SERVICE ACTIVITIES

Community

Judge, 2014 TIE Idea Competition Regional Championship, Atlanta, GA

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

University

ECRCA and DRCA Award Committee,
Brock University, ON Canada, 2024-25.

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

Task Force for Research Incentives and Productivity
University of Houston, 1997-1999

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

Limited Grant-in-Aid Program, Subcommittee
University of Houston, 1993-1994

Limited Grant-in-Aid Program, Committee
University of Houston, 1993-1994

College

Member, Ph.D. Program Committee
Goodman School of Business, Brock University, ON Canada, 2023 onwards

Member, EDB Program Committee
Goodman School of Business, Brock University, ON Canada, 2023 onwards

Member, Research Committee
Goodman School of Business
Brock University, ON Canada 2024 - onwards

Member, MBA Program Committee
Goodman School of Business
Brock University, ON Canada 2023 - onwards

Member, BBA Program Committee
Goodman School of Business
Brock University, ON Canada 2023 - onwards

Member, Robinson College of Business 2CI Senior Faculty Recruitment Committee
Georgia State University, 2014-2016

Member, Robinson College of Business Dean Search Committee
Georgia State University, 2013-2014

Member, Doctoral Program Committee
Georgia State University, 2009-Present

Member, Dean's Strategic Planning Committee
Georgia State University, 2010-2015

Member, MS Program in Marketing Analytics Committee
Georgia State University, 2010-Present

Member, Marketing Chair Search Committee
Georgia State University, 2010

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

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

Athletic Marketing Advisory Board
University of Houston, 1990-1992

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

Member,
Research Advisory Committee
Brock University, 2024-present

Member, Faculty Recruiting Committee
Georgia State University, 2008-Present

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
Worked with local and national businesses on marketing projects to make them more profitable. In the process we published the findings in scholarly journals.

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, Coca-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, 1989-1992

Dissertation Committee
1. Ashok Subramanian (1989-1992)
2. Abhijit Biswas (1987-1988)
3. Kay Peters (U of Kiel, Germany)

External Advisor - Dissertation

1. Mainak Sarkar (ESSEC, France)
2. Esraa Karam (U. Strathclyde, Scotland)

Mentor and Advisor, Ph.D Students

1. Ankit Anand (GSU) (2014 – 2020)
2. Bahadir Dogan (GSU) (2015 – 2021)[a]
3. Avishek Lahiri (GSU) (2015 – 2021)
4. Nandini Nim (GSU) (2016 – 2021)
5. Binay Kumar (GSU) (2016 – 2021)[b]
6. Amit Agarwal (GSU) (2016 – 2022)
7. Divya Ramachandran (GSU) (2017 – 2022)

Dissertation Chair, PhD Students

1. Sandhya Banda (ISB) (2018 – 24)
2. Ashley Goreczny[i] (2016-2018)
3. JeeWon "Brianna" Choi[ii] (2016-2018)
4. Angeliki Christodoulopoulou[iii] (2016-2018)
5. Amalesh Sharma[iv] 2015-2017)
6. Insu Park (2016-2017)
7. Anita Pansari[v] (2015-2016)
8. Kihyun "Hannah" Kim[vi] (2011-2016)
9. Sarang Sunder[vii] (2013-2015)
10. Xi "Alan" Zhang[viii] (2013-2015)
11. Yashoda Bhagwat[ix] (2013-2015)
12. Yingge Qu[x] (2012-2014)
13. Kay Peters (2010-2013)
14. Jia Fan[xi] (2010-2015)
15. Anita Man Luo[xii] (2009-2010)
16. Denish Shah[xiii] (2007-2008)
17. Morris George[xiv] (2007-2008)
18. Andrew Petersen[xv] (2007-2008)
19. Girish Ramani[xvi] (2005-2006)
20. Rajkumar Venkatesan[xvii] (2001-2002)
21. Werner Reinartz[xviii] (1998-1999)
22. Velavan Subramaniam (1996-1997)
23. John Gaskins (1991-1995)
24. Jaishankar Ganesh (1994-1995)
25. Kiran Karande (1992-1993)
26. Arun Pereira (1990-1991)

Dissertation Chair, Executive Doctorate/EFPM

1. Malik Green (2013-2014), GSU
2. Tim Bohling (2011-2012), GSU
3. Maureen Schumacher (2011-2012), GSU
4. Ram Gopalakrishnan (2021-2024), ISB
5. Yajna Prakash (2021-2024), ISB
6. Ashita Agarwal (2021-2024), ISB
7. Vikas Sharma (2021 – 2024) ISB

8. Manasi Agarwal (2024 – 2027) ISB
9. Haridhar P (2024 – 2027) ISB
10. Himanshu Chaturvedi (2024 - 2027) ISB

---

[a] **Bahadir Dogan**

Runner-up, Lisa Scheer Doctoral Dissertation Proposal Award

[b] **Binay Kumar**

Finalist, ISBM Doctoral Dissertation Award, 2020-21 (Winner(s) to be announced in Spring 2021)

[i] **Ashley Goreczny**

Winner, StuKent Outstanding Teacher-Scholar Doctoral Student Award, 2017
Fellow, 3rd AMS Doctoral Consortium, 2017
Finalist, MMA StuKent Outstanding Teacher-Scholar Doctoral Student Competition, 2017
Chair + Chair-Elect, 2016-2018 DocSIG
Fellow, 28th SMA Doctoral Consortium, 2016
Winner, SEF/Neil Rackham Research Grant, 2015
Fellow, 4th AIM- AMA Sheth Foundation Doctoral Consortium, 2016

[ii] **Jeewon Brianna Choi**

Winner, Mary Kay Dissertation Proposal Award, 2017
Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Iowa, 2017
Finalist, MMA StuKent Outstanding Teacher-Scholar Doctoral Student Competition, 2017
Winner, GTA Teaching Excellence Award, 2017
Winner, MSI Research Initiative on Customer Experience, 2016
Awarded $15,000 from MSI for research on Customer Experience, 2016
Fellow, ISMS Doctoral Consortium, Fudan University, 2016
Fellow, ISMS Doctoral Consortium, Johns Hopkins University, 2015
Fellow, AIM AMA Sheth Doctoral Consortium, Institute of Management Technology, 2015

[iii] **Angie Christodoulopoulou**

Fellow, ISMS Doctoral Consortium, Los Angeles, CA, 2017
Winner, GTA Teaching Excellence Award, Georgia State University, 2017
Fellow, AMS Doctoral Consortium, Orlando, FL, 2016
Fellow, ISMS Doctoral Consortium, Baltimore, MD, 2015
Fellow, AIM-AMA Sheth Foundation Doctoral Consortium, Dubai, UAE, 2015

[iv] **Amalesh Sharma**

Winner, Society for Management Advances Dissertation Award, 2016
Runner-up, Mary Kay Dissertation Proposal Competition, 2016
Winner, StuKent Doctoral Student Scholar Award, 2016
Winner, Provost Dissertation Proposal Grant Award, GSU, 2016
Fellow, Louis Samuel Brooke Fellowship, 2016
Winner, GSU Dissertation Proposal Grant Award, 2016
Winner, ISBM Doctoral Dissertation Proposal Competition, Penn State University, PA, 2015-16
Winner, Georgia State University Provost Dissertation Proposal Award, 2015
Winner, ISBM Doctoral Support Award, 2015
Fellow, AMA Sheth Foundation Doctoral Consortium, 2015
Winner, GTA Teaching Excellence Award
Finalist, Gary L. Lilien ISMS-MSI Practice Prize Competition, 2014
Who's Who Among Students in American Universities & Colleges, 2014

Fellow, ISMS Doctoral Consortium, 2014
Fellow, AIM-AMA Sheth Foundation Doctoral Consortium, 2013
Fellow, ISBM PhD Student Camp for Research, 2012
Runner-Up, Best Research Paper Award, SIMSR Asia Marketing Conference, 2012

[v] **Anita Panasari**

Winner, Mary Kay Dissertation Award, 2017
Winner, S. Tamer Cavusgil Award for the Best Paper published in the Journal of International Marketing in 2016, 2017
Winner, MSI Research Initiative on Customer Experience, 2016
Mathew Joseph Emerging Scholar, 2016
Fellow, AMA Doctoral Consortium, 2016
Fellow, AIM-AMA Sheth Doctoral Consortium, 2014
Awarded $15,000 from MSI for research on Customer Experience, 2016

[vi] **Kihyun "Hannah" Kim**

Winner, ISBM Doctoral Dissertation Proposal Competition, Penn State University, PA, 2014-15
Fellow, ISMS Doctoral Consortium, 2012

[vii] **Sarang Sunder**

Winner, Donald R. Lehmann Award for the best dissertation-based research paper published in the Journal of Marketing or the Journal of Marketing Research, 2017
Winner, Mary Kay Dissertation Proposal Competition, 2016
Winner, SEF/Neil Rackham Research Grant, 2015
Winner, Wharton Customer Analytics Initiative (WCAI) Research Data Grant, 2015
Winner, John A. Howard Doctoral Dissertation Award from the American Marketing Association, Chicago, IL, 2015
Fellow, ISMS Doctoral Consortium, 2014
Winner, GTA Teaching Excellence Award, 2014
Fellow, AMA-Sheth Foundation Doctoral Consortium, 2012
ISBM PhD Student Camp for Research, 2012
Awarded $12,000 from MSI & Association for Consumer Research (ACR) for research on Shopper Marketing, 2009

[viii] **Xi "Alan" Zhang**

Winner, Donald R. Lehmann Award for the best dissertation-based research paper published in the Journal of Marketing or the Journal of Marketing Research, 2016
Winner, Shanker-Spiegel Award for the Best Doctoral Dissertation Proposal from the DMEF/ Marketing E.D.G.E., 2013
Fellow, ISMS Doctoral Consortium, 2013
Fellow, ISMS Doctoral Consortium, 2012
Fellow, ISMS Doctoral Consortium, 2009

[ix] **Yashoda Bhagwat**

Winner, GTA Teaching Excellence Award, 2014
Fellow, AMA-Sheth Foundation Doctoral Consortium, 2013
ISBM PhD Student Camp for Research, 2012
Fellow, ISMS Doctoral Consortium, 2012
Fellow, SMA Doctoral Consortium, 2012
Awarded $12,000 from MSI & Association for Consumer Research (ACR) for research on Shopper Marketing, 2009

[x] **Yingge Qu**

Winner, ISBM Doctoral Dissertation Proposal Competition, Penn State University, PA, 2012-13
Finalist, MSI/H. Paul Root Award for the Best Paper Published in the Journal of Marketing, 2012

[xi] **Jia Fan**

Winner, ISBM Doctoral Dissertation Proposal Competition, 2011
Fellow, AMA-Sheth Foundation Doctoral Consortium, 2010
Participant, Thought Leadership Conference focusing on the theme "Customer Experience Management," Babson College, 2008
Finalist, Gary L. Lilien ISMS-MSI Practice Prize Competition, 2007

[xii] **Anita Man Luo**

Winner of the first ever Shanker-Spiegel Award for the Best Doctoral Dissertation Proposal from the DMEF in 2008.
Winner of the 2010 Mary Kay Cosmetics Doctoral Dissertation Award.
Winner of the 2014 Donald R. Lehmann Award for the best dissertation-based research paper published in the Journal of Marketing or the Journal of Marketing Research.

[xiii] **Denish Shah**

Winner of the 2008 Levy & Weitz Doctoral Dissertation proposal from the American Marketing Association Retailing SIG.
Winner of the 2008 ISBM Doctoral Dissertation proposal Competition, Penn State University, PA.
Runner up for the 2009 Mary Kay Cosmetics Doctoral Dissertation Award, Academy of Marketing Science.
Recipient of the Varadarajan Early Career Contribution Award from AMA, Summer 2018.

[xiv] **Morris George**

Winner of the honorable mention award for the 2007 Levy & Weitz Doctoral Dissertation proposal from the American Marketing Association Retailing SIG.

[xv] **Andrew Petersen**

Recipient of the Varadarajan Early Career Contribution Award from AMA, Summer 2017.
Winner of the 2010 Donald R. Lehmann Award for the best dissertation-based research paper published in the Journal of Marketing or the Journal of Marketing Research.
Finalist for the 2010 MSI/H. Paul Root Award.
Finalist for the 2010 Harold H. Maynard Award.
Winner of the 2009 Mary Kay Cosmetics Doctoral Dissertation Award. One of the papers based on 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.

[xvi] **Girish Ramani**

Winner of the best paper award for the paper based on his dissertation proposal at the 2006 American Marketing Association's Winter Educator's Conference.
Finalist for the 2009 Harold H. Maynard Award.

[xvii] **Rajkumar Venkatesan**

Winner of the 2001 Alden Clayton Doctoral Dissertation Award from the Marketing Science Institute, Cambridge, MA.
Winner of the 2001 ISBM competition organized by Penn State University for the best dissertation

proposal.
Winner of the 2005 Donald R. Lehmann Award for the best dissertation-based research paper published in the Journal of Marketing or the Journal of Marketing Research.
Selected to participate in the 2009 Young Scholars' MSI Conference.

[xviii] **Werner Reinartz**

Winner of the 1999 John A. Howard Doctoral Dissertation Award from the American Marketing Association, Chicago, IL.
Recipient of the Varadarajan Early Career Contribution Award from AMA, Summer 2009.
Winner of the 2001 Donald R. Lehmann Award for the best dissertation-based research paper published in the Journal of Marketing or the Journal of Marketing Research.