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**KIRTHI KALYANAM, Ph.D.**

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**1. Academic Appointments**

2019 Onwards	Executive Director, Retail Management Institute
2017 Onwards	L.J. Skaggs Distinguished Professor
2016-2018	Chair, Marketing Department
2016 - 2018	Faculty Director, EMBA Program Santa Clara University
2007 - 2019	Director, Retail Management Institute Santa Clara University
2006-2011	Faculty Director, EMBA Program Santa Clara University
2006-2007	Acting Director, Retail Management Institute Santa Clara University
2004-2017	J.C. Penney Research Professor Director, Internet Retailing, Retail Management Institute
2002	Visiting Associate Professor Graduate School of Business Stanford University
1999 Onwards	Director, E*Commerce Initiatives Leavey School of Business, Santa Clara University
1999-2008	Associate Professor, Dept. of Marketing Leavey School of Business, Santa Clara University
1996-2000	Research Director, Retail Workbench Research & Education Center, Santa Clara University
1994-1999	Assistant Professor, Dept. of Marketing,

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	Leavey School of Business, Santa Clara University
1992-1994	Visiting Instructor, Dept. of Marketing, Charles H. Kellstadt School of Business, DePaul University
1990-1991	Visiting Instructor, Dept. of Consumer Sciences and Retailing, Purdue University

## **2. Industry Appointments**

2023 Onwards	Causal Exploration Technologies
2017 Onwards	Academic Advisor, 24-7.ai
2017 Onwards	Academic Advisor, Pebble Post Inc.
2014-2022	Distinguished Visiting Professor, Google MCS
2015 -2019	Member of the Board of Directors & Independent Director of Overstock.com
2007-2012	Board Advisor and Consultant to the Commander Army & Air force Exchange Services
2000-2001	Senior Vice President and Chief Marketing Officer SpinCircuit Inc.

## **3. Education**

### **a). Higher Education**

Ph.D. (December, 1993)	Krannert School of Management, Purdue University Major: Marketing Minor: Econometrics
B. Communication & Journalism. (June,1985)	Osmania University, Hyderabad, India Major: Advertising Minor: Org. Communication
B. Commerce. (June,1984)	Osmania University, Hyderabad, India

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## **b). Theses and Dissertations**

Ph.D. (December, 1993)	“Optimal Pricing Decisions Under Demand Uncertainty: A Bayesian Mixture Model Approach”.	
	Thesis Director:	Ward Hanson
	Title:	Assistant Professor
	Affiliation:	Purdue University
B.C.J. (June, 1984)	“Organizational Communication: A Case Study of the State Bank of India”.	
	Thesis Director:	Pradeep Krishnatray
	Title:	Professor
	Affiliation:	Osmania University

## **c). Academic Honors**

### **American Marketing Association**

Finalist, 2024 American Marketing Association’s Weitz-Winer-O’Dell Award that honors JMR articles published five years earlier that have made the most significant, long-term contribution to marketing theory, methodology, and/or practice. Sahni, Navdeep S., Sridhar Narayanan, and Kirthi Kalyanam. "An experimental investigation of the effects of retargeted advertising: The role of frequency and timing." *Journal of Marketing Research* (2019), Vol. 56(3) 401-418

### **American Marketing Association**

Finalist, 2020 American Marketing Association’s Paul E. Green Award for Impact on the practice of Marketing, Sahni, Navdeep S., Sridhar Narayanan, and Kirthi Kalyanam. "An experimental investigation of the effects of retargeted advertising: The role of frequency and timing." *Journal of Marketing Research* (2019), Vol. 56(3) 401-418

### **Quantitative Marketing and Economics (QME)**

Winner, 2019 Dick Wittink award for Best Paper Published in QME. "Kalyanam, Kirthi, John McAteer, Jonathan Marek, James Hodges, and Lifeng Lin. "Cross channel effects of search engine advertising on brick & mortar retail sales: Meta analysis of large scale field experiments on Google. com..

### **INFORMS**

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Finalist, 2016 John D.C. Little Best Paper Award for Paper Published in Marketing Science. "Position effects in search advertising and their moderators: A regression discontinuity approach." *Marketing Science* 34.3 (2015): 388-407.

### **American Marketing Association**

Finalist, 1997 American Marketing Association's Paul E. Green Award for Impact on the practice of Marketing, A Bayesian Approach to Estimating Target Market Potential with Limited Geodemographic Information", *The Journal of Marketing Research*, 1996, Vol. 33, (May), 134-49.

### **Santa Clara University**

Dean's Outstanding Research Award, 1996-1997, 1998-1999, 2004-2005, 2006-2007, 2013-2014,

Dean's Outstanding Service Award, 1996-1997, 1998-1999, 2004-2005, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2011-2012, 2012-2013, 2013-2014, 2016

Dean's Outstanding Teaching Award, 1996-1997, 1998-1999, 2004-2005, 2005-2006, 2006-2007, 2012-2013

Leavey Research Grants, 2009-2010, 2010-2011, 2013-2014, 2014-2015, 2015-2016

Paul J. Locatelli Junior Faculty Fellowship, Fall, 1997

Junior Faculty Fellowship, Santa Clara University, Fall, 1996

Dean's Innovation in Teaching Grant, Leavey School of Business, Jan., 1996

Research Grant, Vice President for Academic Affairs, January 1996

Dean's Teaching Innovation Award, Santa Clara University, Fall 1995.

Research Grant, Vice President for Academic Affairs, January 1995

### **Purdue University**

Purdue Research Foundation Grant, 1991-92.

Purdue Research Foundation Grant, Summer 1989.

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#### **4. Patent Filings**

1. U.S. Patent Application Ser. No. 13/910097, titled “Method and System for Measuring the Effectiveness of Search Advertising,” filed June 4, 2013.
2. U.S. Patent Application in Preparation, titled “Method and Systems for Marketing Attribution in a Multi-Channel Environment”.

#### **5. Scholarly Work**

##### **a). Publications**

1. Kalyanam, Kirthi. "From Cost Plus to Optimization: An Evolutionary Perspective of Pricing Sophistication." In *Proceedings of the... Annual Albert Haring Symposium on Doctoral Research in Marketing*, p. 335. Indiana University, Graduate School of Business, 1991.
2. Hanson, Ward A., and Kirthi Kalyanam. "A cost-plus trap: Pricing heuristics and demand identification." *Marketing Letters* 5, no. 3 (1994): 199-209.
3. Hodges, James S., Kirthi Kalyanam, and Daniel S. Putler. "Estimating the cells of a contingency table with limited information, for use in geodemographic marketing." In *Case Studies in Bayesian Statistics*, pp. 347-369. Springer, New York, NY, 1997.
4. Putler, Daniel S., Kirthi Kalyanam, and James S. Hodges. "A Bayesian approach for estimating target market potential with limited geodemographic information." *Journal of Marketing Research* (1996): 134-149. *Lead Article. Finalist, Paul Green Award.*
5. Kalyanam, Kirthi. "Pricing decisions under demand uncertainty: A Bayesian mixture model approach." *Marketing Science* 15, no. 3 (1996): 207-221. *Lead Article.*
6. Kalyanam, Kirthi, and Daniel S. Putler. "Incorporating demographic variables in brand choice models: An indivisible alternatives framework." *Marketing Science* 16, no. 2 (1997): 166-181.
7. Kalyanam, Kirthi, and Thomas S. Shively. "Estimating irregular pricing effects: A stochastic spline regression approach." *Journal of Marketing Research* (1998): 16-29.
8. Bradlow, Eric and Kirthi Kalyanam, "On the modeling of customer survey data: A comment." *Case Studies in Bayesian Statistics* 4 (1999).

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9. Kalyanam, Kirthi, and Shelby McIntyre. "Hewlett Packard Consumer Products Business Organization: Distribution Through E\* Commerce Channels." *Journal of Interactive Marketing* 13, no. 4 (1999): 51-64.
  10. Achabal, Dale D., Shelby H. McIntyre, Stephen A. Smith, and Kirthi Kalyanam. "A decision support system for vendor managed inventory." *Journal of Retailing* 76, no. 4 (2000): 430-454.
  11. Kalyanam, Kirthi, and Shelby McIntyre. "The e-marketing mix: a contribution of the e-tailing wars." *Journal of the academy of marketing science* 30, no. 4 (2002): 487-499.
  12. Kalyanam, Kirthi, Rajiv Lal, and Gerd Wolfram. "Future store technologies and their impact on grocery retailing." In *Retailing in the 21st Century*, pp. 95-112. Springer, Berlin, Heidelberg, 2006.
  13. Kalyanam, Kirthi, and Monte Zweben. "The perfect message at the perfect moment." *Harvard business review* 83, no. 11 (2005): 112. Product # R0511G, *Most Popular Article*.  
  
Also summarized as a "When is the New What", *Harvard Business Review*, 2005, Breakthrough Ideas for 2005, February (Kirthi Kalyanam and Monte Zweben), 33-34.  
Also reprinted in "CRM—The Right Way, 3<sup>rd</sup> Edition, HBR Article Collection, 2005, November, Reprint # 2173.
  14. Kalyanam, Kirthi, Sharad Borle, and Peter Boatwright. "Deconstructing each item's category contribution." *Marketing Science* 26, no. 3 (2007): 327-341.
  15. Kalyanam, Kirthi, Shelby McIntyre, and J. Todd Masonis. "Adaptive experimentation in interactive marketing: The case of viral marketing at Plaxo." *Journal of Interactive Marketing* 21, no. 3 (2007): 72-85.
  16. Kalyanam, Kirthi, and Surinder Brar. "From volume to value: Managing the value-add reseller channel at Cisco Systems." *California management review* 52, no. 1 (2009): 94-119. *Lead Article*.
  17. Grewal, Dhruv, Ramkumar Janakiraman, Kirthi Kalyanam, P. K. Kannan, Brian Ratchford, Reo Song, and Stephen Tolerico. "Strategic online and offline retail pricing: a review and research agenda." *Journal of Interactive Marketing* 24, no. 2 (2010): 138-154.
  18. Kalyanam, Kirthi, and Andy A. Tsay. "Free riding and conflict in hybrid shopping environments: Implications for retailers, manufacturers, and regulators." *The antitrust bulletin* 58, no. 1 (2013): 19-68. *Lead Article*

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19. Kalyanam, Kirthi. "Proof that online search ads can boost offline store sales." *Google Think Insights* (2013).
- One of the top viewed articles on the prestigious Google Think web site  
Reviewed and accepted for publication by Google's Quantitative and Performance Marketing Teams  
Republished on Dressandearn.com, APT's Apparel Practice Group on November 26<sup>th</sup> 2013.
20. Narayanan, Sridhar, and Kirthi Kalyanam. "Position effects in search advertising and their moderators: A regression discontinuity approach." *Marketing Science*, 34, no. 3 (2015): 388-407. Provisional patent application # 61655069. *Finalist for the John Little Award for Best Paper*.
21. Kalyanam, Kirthi, Peter Lenk, and Eddie Rhee. "Basket Composition and Choice Among Direct Channels: A Latent State Model of Shopping Costs." *Journal of Interactive Marketing* 39 (2017): 69-88.
22. Kalyanam, Kirthi, John McAteer, Jonathan Marek, James Hodges, and Lifeng Lin. "Cross channel effects of search engine advertising on brick & mortar retail sales: Meta analysis of large scale field experiments on Google. com." *Quantitative Marketing and Economics* 16, no. 1 (2018): 1-42. Lead Article. *Winner of the Dick Wittink Award for Best Paper*.
23. Shi, Savannah Wei, and Kirthi Kalyanam. "Touchable Apps: Exploring the Usage of Touch Features and Their Impact on Engagement." *Journal of Interactive Marketing* 44 (2018): 43-59.
24. Sahni, Navdeep S., Sridhar Narayanan, and Kirthi Kalyanam. "An experimental investigation of the effects of retargeted advertising: The role of frequency and timing." *Journal of Marketing Research* (2019), Vol. 56(3) 401-418. *Finalist, Paul Green Award. Finalist, Weitz-Winer-O'Dell Award 2024*.
25. Shankar, Venkatesh, Kirthi Kalyanam, Pankaj Setia, Alireza Golmohammadi, Seshadri Tirunillai, Tom Douglass, John Hennessey, J. S. Bull, and Rand Waddoups. "How technology is changing retail." *Journal of Retailing* 97, no. 1 (2021): 13-27.
26. The roles of multiple channels in predicting website visits and purchases: Engagers versus closers, Marcel Goic, Kinshuk Jerath, Kirthi Kalyanam, *International Journal of Research in Marketing*, (2022), 39 (3), 656-677.
27. The Impact of App Crashes on Consumer Engagement, Seoungwoo Lee, Savannah Shi, Kirthi Kalyanam, Michel Wedel, Target: *Journal of Marketing, Forthcoming*.

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28. Long Lags and Large Returns: Experimental Evidence from Advertising to Businesses, Mike Thomas, Marcel Goic, Kirthi Kalyanam, Management Science, *Forthcoming*.

**b) Books**

29. Internet Marketing & ecommerce”, 2007, Ward Hanson & Kirthi Kalyanam, Thomson.
30. Beyond Amazon: Innovation, Disruption and Acceleration in the Retail Industry. (In Preparation)

**c) Case Studies (Manuscripts and Presentations)**

31. “A Stock Out in Cupertino: Will Substitution Lead to Salvation?”, *Retailing Management*, Michael Levy and Barton Weitz, (Kirthi Kalyanam).
32. "Nolan's Finer Foods (A): Introducing Category Management", *Retailing Management*, Michael Levy and Barton Weitz. 2005, April 20, (Kirthi Kalyanam).
33. "Nolan's Finer Foods (B): Assessing Customer Behavior", 2004 April 5, (Kirthi Kalyanam)
34. "Nolan's Finer Foods (C): Assortment Planning", 2004, April 7, (Kirthi Kalyanam)
35. "Nolan's Finer Foods (D): Setting Every Day Price Levels", 2004, April 7, (Kirthi Kalyanam)
36. "Nolan's Finer Foods (E): Merchandising Strategies". 2004, May 12<sup>th</sup>, (Kirthi Kalyanam)
37. HP Consumer Products Business Organization: Distributing Printers Via the Internet, *Harvard Business School Case 9-500-021*, Rajiv Lal, Edith Prescott, and Kirthi Kalyanam, 1999, October 8.
38. Rightworks Inc: VC Financing, 2003, May 19, (Kirthi Kalyanam)
39. Palm Inc: Piloting the Palm Café, 2004, August 12, (Kirthi Kalyanam)
40. Ariba ORMS: Market Entry Strategy, 2005, Oct 29, (Kirthi Kalyanam).
41. Ariba: Strategic Decisions in the Rapidly Evolving eCommerce Industry, 2000, June 19, (Kirthi Kalyanam)
42. Hi Fly Company: Ramping a Startup, 2004, November 13, (Kirthi Kalyanam).

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43. Plaxo Inc: The Viral Marketing Campaign, 2007, March 30, (Kirthi Kalyanam and Shelby McIntyre)
  44. Cisco Systems Inc: Restoring Partner Profitability in the IT Bust of 2001, 2007, July 17, (Kirthi Kalyanam)
  45. The Rise of Wal-Mart, (Kirthi Kalyanam)
  46. Internet Retailing: Trends in Key Performance Indicators, (Kirthi Kalyanam)
  47. Cisco Systems Inc: Journey to the Cloud, (Kirthi Kalyanam)
  48. Amazon and the Birth of Internet Retailing

#### **d) Works in Progress**

##### **Research Papers**

49. Can Messaging Lead to More Effective Downstream Outcomes? Evidence from a Field Experiment. Kirthi Kalyanam, Raphael Thomardson, and Nan Zhou Manuscript in progress.
50. Advertising content and online customer engagement: Evidence from a B2B field experiment, Yewon Kim and Kirthi Kalyanam, In progress.
51. The Evolution of Online Sentiments, Kirthi Kalyanam, Peter Lenk, Arvind Rangaswamy, Draft being revised.
52. Regression Discontinuity Designs and Machine Learning, Sridhar Narayanan & Kirthi Kalyanam. Manuscript complete. Target: *Marketing Science*.

#### **e) Completed Manuscripts & Research**

53. Regression Discontinuity with Estimated Score: Theory and Empirical Applications, (Sridhar Narayanan, Kirthi Kalyanam), Manuscript complete. Provisional patent application # 61655069.
54. An Empirical Analysis of the Interaction of Position, Brand and Price Terms in Search Engine Advertising, Kirthi Kalyanam, Sharad Borle, Peter Boatwright.
55. Jack of All Trades, Master of None: An Investigation of Diversification and Customer Churn Rates, (Kirthi Kalyanam, Jacques Delacroix and Peter Lenk).

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56. "The True Benefits of Multi-Channel Retailing: Cross Channel Leverage and Optimization", (Dale Achabal and Kirthi Kalyanam)
  57. "Biases in Sales Potential due to Limited Geo-Demographic Information", (Kirthi Kalyanam and Dan Putler).
  58. "Brand and Category Influences on the Representativeness of Household Price Elasticities", (Makoto Abe and Kirthi Kalyanam).
  59. "Returns to Reputation in Online Auction Markets", (Kirthi Kalyanam and Shelby McIntyre).
  60. "Activity Based Weighting of Internet Panels"(Kirthi Kalyanam and James Hodges).
  61. "Reconciling Differences between Internet Panel and Log File Measurements" (Kirthi Kalyanam and Bruce MacEvoy).
  62. "A Hierarchical Bayesian Approach to Estimating Contingency Tables with Limited Information ", (James S. Hodges, Kirthi Kalyanam).
  63. Price Induced Patterns of Competition: Generalizations and Additional Evidence, (Kirthi Kalyanam and Mark Moriarty)

#### **f) Presentations**

1. Long Lags and Large Returns: Experimental Evidence from Advertising to Businesses, Mike Thomas, Marcel Goic, Kirthi Kalyanam, Indian School of Business, Mohali, India, October 24<sup>th</sup> 2023
2. Advertising to Businesses: Experimental Evidence from a High Involvement Category, Mike Thomas, Marcel Goic, Kirthi Kalyanam, Marketing Dynamics Conference, Boston, MA, Sep 2023
3. Advertising to Businesses: Experimental Evidence from a High Involvement Category, Mike Thomas, Marcel Goic, Kirthi Kalyanam, Marketing Science Conference, Miami, Florida, June 2023
4. Sentiment Evolution, NBES Conference, Puerto Rico, March 2023.
5. An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing, Navdeep Sahni, Sridhar Narayanan & Kirthi Kalyanam, Marketing Science Conference, USC, CA, 2017
6. Touchable Apps: Touchable Apps: Exploring the Usage of Touch Features on Mobile Devices, Savannah Shi and Kirthi Kalyanam, Marketing Science Conference, USC, CA, 2017.

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7. Academic Industry Collaborations: The Trend Towards Embedded Research in Digital Marketing, AACSB CoLab, Berkeley, CA., 2017
  8. The Cross Channel Impact of Search Engine Advertising on Brick and Mortar Sales, Marketing Analytics and Big Data Conference, University of Chicago, Fall, 2016.
  9. Consumer Response to Product Failures: The Case of App Crashes on iPads, Savannah Shi, Kirthi Kalyanam, Michel Wedel, Presented at Marketing Science, Shanghai, Spring 2016.
  10. Investigating Frequency Effects in Retargeting of Display Advertising: A Large Scale Field Experiment, Navdeep Sahni, Sridhar Narayanan & Kirthi Kalyanam, Presented at McGill University. 4/15/2016.
  11. NYU Big Data Conference: Search Engine Advertising and Offline Sales: Meta Analysis of Field Experiments on Google.com, 10/23/2015.
  12. Purdue University: Search Engine Advertising and Offline Sales: Meta Analysis of Field Experiments on Google.com, 9/8/2015.
  13. SICS Conference Search Engine Advertising and Offline Sales: Meta Analysis of Field Experiments on Google.com, 7/28/2015
  14. EMACS Conference: Search Engine Advertising and Offline Sales: Meta Analysis of Field Experiments on Google.com, 5/28/2015
  15. Wharton Customer Analytics Conference: Search Engine Advertising and Offline Sales: Meta Analysis of Field Experiments on Google.com, 4/30/2015
  16. UTD Forms Conference: Search Engine Advertising and Offline Sales, 2/26/2015
  17. Does Search Engine Advertising Impact In Store Sales: Insights from Multiple Large Scale Field Experiments on Google.com. Marketing Dynamics Conference, Las Vegas, 8/21/2014.
  18. Attribution in a Multi-Channel Setting, Marcel Goic, Kinshuk Jerath and Kirthi Kalyanam, Presented at the Nasmei Conference in Chennai India, December 2013.
  19. Presentation at University of Chile, Search Engine Advertising and offline Sales, 11/ 20/2013
  20. Stanford GSB Seminar: Search Engine Advertising and Offline Sales, 9/10/2013

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21. Attribution in a Multi-Channel Customer Relationship Setting, Marketing Science Conference Istanbul, Spring 2013, Kinshuk Jerath, Marcel Goic, Kirthi Kalyanam.
  22. Measuring Causal Position Effects in Search Advertising: A Regression Discontinuity Approach, (Sridhar Narayanan, Kirthi Kalyanam), Presented at Marketing Science Meeting, Boston, June 2012
  23. Measuring Causal Position Effects in Search Advertising: A Regression Discontinuity Approach, (Sridhar Narayanan, Kirthi Kalyanam), Presented at UT Dallas FORMS Conference, Dallas, February 2012.
  24. Measuring Position Effects in Search Advertising: A Regression Discontinuity Approach, Bay Area Marketing Symposium, Univ. of California at Berkeley, September 2011.
  25. The Evolution of Perceived Service Quality: An Analysis of Online User Reviews for Restaurants," EMAC conference, Lisbon, May 24, 2012. Arvind Rangaswamy, Kirthi Kalyanam and Peter Lenk
  26. The evolution of online ratings and reviews, Advanced Research Techniques Forum Spring 2012. Peter Lenk, Kirthi Kalyanam, Arvind Rangaswamy.
  27. The evolution of online ratings and reviews, Statistical Issues in eCommerce Research Spring 2012, Peter Lenk, Kirthi Kalyanam, Arvind Rangaswamy.
  28. The evolution of online ratings and reviews, ASA Joint Statistical Meetings 2012, Peter Lenk, Kirthi Kalyanam, Arvind Rangaswamy.
  29. Attribution in a Multi Channel Customer Relationship Setting, MSI Conference on New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation (December 2011), Kinshuk Jerath, Marcel Goic, Kirthi Kalyanam.
  30. Measuring Causal Position Effects in Search Advertising: A Regression Discontinuity Approach, (Sridhar Narayanan, Kirthi Kalyanam), Presented at Bay Area Marketing Colloquim, September 2011
  31. Regression Discontinuity with Unobserved Score: Theory and Empirical Applications, (Sridhar Narayanan, Kirthi Kalyanam), Presented at Marketing Science Conference, Houston TX, June 2011
  32. The Evolution of Online Sentiments, Kirthi Kalyanam, Peter Lenk, Arvind Rangaswamy, Presented at Marketing Dynamics Conference, Jaipur India, July 2011.
  33. The Future of Marketing: MSI Research Projects from the Year 2025, Invited Presentation at AMA Summer Educators Meetings, San Francisco CA.

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34. Measuring Causal Position Effects in Search Advertising: A Regression Discontinuity Approach, (Sridhar Narayanan, Kirthi Kalyanam), Presented at Indian School of Business, July 2011.
  35. Position in Search Engine Advertising: The Effect of Category Name, Brand Name and Price, Kirthi Kalyanam, Sharad Borle, and Peter Boatwright, Presented at the Marketing Science Conference, Koln, Germany, Spring 2010.
  36. The Evolution of Online Sentiments, Kirthi Kalyanam, Peter Lenk, Arvind Rangaswamy, and Srikant Vadali, Presented at the Marketing Science Conference, Koln, Germany, Spring 2010.
  37. Strategic Online and Offline Retail Pricing: A Review and Research Agenda, Dhruv Grewal, Ram Janakiraman, Kirthi Kalyanam, P. K. Kannan, Brian Ratchford, Reo Song, Stephen Tolerico, Presentation at Thought Leadership Conference, Emerging Perspectives on Marketing in a Multi-Channel and Multimedia Retailing Environment, Texas A&M, Fall 2009.
  38. The Profitability of Internet Retailing: A Google Effect” (with Peter Lenk), AMA Summer Educator’s Conference, Washington DC, August 2007.
  39. “The Unique Benefit of an Internet Channel” (with Subom Rhee and Peter Lenk), Informs Marketing Science Conference, Singapore, June 2007.
  40. “Biases in Sales Potential Estimates due to Limited Geo-Demographic Information” (with Daniel S. Putler), Informs Marketing Science conference, Pittsburgh, June 2006.
  41. “Modeling Key Item Effects” (with Peter Boatwright and Sharad Borle), QME Conference, Chicago, October 2005.
  42. “Modeling Key Item Effects” (with Peter Boatwright and Sharad Borle), Informs Marketing Science Conference, Atlanta, 2005.
  43. “Future Store Technologies and Their Impact on Grocery Retailing” (with Rajiv Lal and Gert Wolfram), Metro Conference on Future Technologies in Retailing, Summer, 2005.
  44. Returns to Reputation in Online Markets, University of Tokyo, Center for Research into the Japanese Economy, September 2004, (with Shelby McIntyre)
  45. "Geodemographic Market Analysis Methods for Niche Marketing Strategies", Marketing Science Conference, Rotterdam, July 2004, (with Dan Putler)

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46. The True Benefits of Multi Channel Retailing, EIRASS Conference on Retailing, Prague, July 2004, (with Dale Achabal)
  47. The eMarketing Mix (with Shelby McIntyre), MSI Conference on Marketing and Serving Consumers through the Internet, Fall, 2001.
  48. An Investigating of Web Surfing Patterns, Marketing Science Conference, Syracuse, NY, May, 1999.
  49. The Fast Forward Reconciliation Project: Update, Ad Tech, San Francisco, May, 1999.
  50. Towards an E\*Commerce Curriculum, ISBM Web Consortium,. Atlanta, March 1999.
  51. Picturing the Web, University of Rochester--Citibank Research Conference, New York, Feb, 1999.
  52. Customer Retention in the Advertising Industry, LSB Research Seminar, Jan, 1999.
  53. On the Reliability and Validity of Internet Panels, Marketing Workshop, Penn State University, PA, October, 1998.
  54. Discussant, Digital Marketing Conference, Wharton, Oct 22, 1998.
  55. Balancing Internet Panels, Paper presented at the marketing workshop, University of British Columbia, July 31, 1998.
  56. Assessing the Potential for Micro Assortment, Paper presented at the Informs Marketing Science conference, Kalyanam, Kirthi, Shelby S. McIntyre and Dale D. Achabal, INSEAD, June 7-8, 1998.
  57. Estimating Irregular Pricing Effects, Paper presented at the Informs Marketing Science conference, INSEAD, June 7-8, 1998.
  58. On The Reliability and Accuracy of Internet Panels, Paper presented at the *University of Wisconsin-Madison*, Marketing Workshop, May 18, 1998.
  59. The Ecological Inference Problem in Internet Measurement: Leveraging Web Site Log Files to Uncover Population Demographics and Psychographics, Paper presented at the Informs Mini Conference on Marketing Science and the Internet, Kalyanam, Kirthi, Xavier Dreze and Rex Briggs, March 7-8, MIT, 1998.
  60. Price Point Analysis, Paper presented at the *Stanford University*, Kalyanam, Kirthi, Marketing Workshop, Jan. 1998.

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61. Invited Chair, Session on Non-parametric statistics in Marketing, Informs, Dallas, TX, Fall, 1997.
  62. Price Point Effects: Why Some Prices are Better than Others for Stealing Sales from the Competition", 4th Workshop in Bayesian Statistics in Science and Technology, Carnegie Mellon University, September 28-30, 1997, with Tom Shively.
  63. On the Use of Demographic Variables in GeoDemographic Marketing Applications, Invited Speaker, University of Texas-Austin, Statistics Workshop, Jan. 1997.
  64. A Disaggregate Approach to Estimating Market Potential for Retail Trading Areas"(with Dan Putler), Workshop on Channel Productivity: Efficiency in Retailing & Merchandising, Mons, Belgium, October 1996.
  65. "Price Induced Patterns of Competition: Generalizations and Additional Evidence", TIMS XXXII, Anchorage, Alaska, June, 1994, with M.M. Moriarty
  66. Invited Chair, Econometrics Session, International Workshop on Hierarchical Models, Rio-de-Janeiro, December, 1993
  67. "Posterior Probabilities for Linear Regression Models: An Intrinsic Bayes Approach", Invited Paper, The America's Workshop on Recent Advances in Bayesian Statistics & Econometrics, Caracas, Venezuela, December, 1992 (with L.R.Pericchi).
  68. "A Logit Model of Variety Pack Choice", TIMS/ORSA, Orlando, Florida, May 1992.

## **1. Teaching**

### **a) Interests**

Internet Marketing/E\*Business, Data Analytics in Marketing, Retailing, Marketing Channels, Marketing Management.

### **b) Executive Education at Santa Clara University**

Academic Dean, Esade Master of Marketing Program, *Santa Clara University, 2014-Present.*

Academic Dean, Emerce Program, *Santa Clara University, 2014-2015.*

Academic Dean, Barco Program, *Santa Clara University, 2012-2014.*

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Design and Teaching of the E\*Business Theme, Executive MBA Program, *Santa Clara University, 2006-Present.*

Design and Teaching of Pricing and Merchandising Theme, Retail Masters Program, Retail Management Institute, *Santa Clara University, 2000-Present*

Design and Teaching of Distribution Channels and Internet Marketing Modules, Strategic Marketing Management Program, Stanford Executive Education Program, *Stanford University 2000-Present*

**c). Sample Teaching Ratings**

<b>QTR</b>	<b>Course Number</b>	<b>Title</b>	<b>Program</b>	<b>Overall Instructor Rating (5 point scale)</b>
Fall 2017	N/A	The Digital Marketing Manager	Productizing Innovation Certificate Program	5.0
Spring 2016	Mktg 169	The Internet and Innovation in Retailing	Undergraduate	4.4
Spring 2015	EMBA 806	Marketing Bootcamp	Executive MBA	4.3
Spring 2014	EMBA 806	Marketing BootCamp	Executive MBA	4.5
Spring 2013	EMBA 806	Marketing BootCamp	Executive MBA	4.8
Spring 2012	EMBA 806	Marketing BootCamp	Executive MBA	4.7
Spring 2007	Mktg.165	Multi Channel Retailing	Undergraduate	4.63
Spring 2006	eMBA 906	Taking Technology to Market	eMBA	4.80

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Spring 2006	Mktg. 592	Intro to e*Commerce	MBA	4.78
Spring 2006	Mktg.165	Multi Channel Retailing	Undergraduate	4.43
Spring 2005	Mktg.165	Multi Channel Retailing	Undergraduate	4.41
Spring 2005	Mktg. 592	Internet Marketing & eCommerce	MBA	4.76
Fall 2005	Mktg. 592	Internet Marketing & eCommerce	MBA	4.37
Fall 2005	Mktg. 590	Channel Marketing	MBA	4.70

## **2. Consulting**

- Expert witness for market research, Internet marketing, retailing and database marketing.
- Advisory board appointments for retail software and eBusiness companies. Recent appointments include 24-7 Inc, Metamorphic Ventures, Coffee Table, Boorah, Symphoniq, Xambala, Propel, Comscore networks.
- Executive Educations and research for HyperParallel, The Gap, IBM, Milward Brown Interactive, AAFES, Overstock.com, Hewlett-Packard, and Cisco Systems, Google, Esade, IMD, Brabantia, Petco.

## **3. Service to the University and Profession**

### **a). Service to University**

#### **Department**

**1996-1997**

**Recruiting Committee:** Served on the recruiting committee for new faculty. Along with other members of the recruiting committee, I reviewed vitas, scheduled interviews at American Marketing Association (AMA) meetings, conducted interviews at AMA,

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prepared recruiting report, coordinated candidates campus visits, collected information regarding salaries. I have served on the committee every year that we have recruited.

## **1997-2016**

**Chair, Recruiting Committee:** Chaired the recruiting committee for new faculty. Reviewed vitas, scheduled interviews at AMA meetings, conducted interviews at AMA meetings, prepared recruiting report, coordinated candidates campus visits, collected information regarding salaries. We were successful in recruiting two very promising new faculty.

## **College**

### **1994-95**

#### **Technology Task Force for Accreditation, Fall 1994.**

Designed survey of current hardware resources and faculty needs to establish the state of the art in terms of technology and any gaps with respect to faculty needs. Data collected from all business school faculty and analyzed. Co-authored a report with findings and recommendations.

#### **CD ROM Test Site: Winter 1995**

In collaboration with Dryden Press, beta tested interactive CD ROM software in Marketing 181 class. The infrastructure in Kenna 104 and the computers labs in Varsity hall were developed to support the test. A controlled experiment was used to empirically evaluate the impact on student learning. Because of this test:

- (1) LSB has refined the technological infrastructure to incorporate multi-media material into our curriculum.
- (2) We have some empirical evidence of how these new media should be deployed in the class room, i.e. what works and what does not and why.

#### **Distance Learning Beta Test with Electronics Arts San Mateo Location: Spring 1995**

This initiative was launched to expand the capabilities of the LSB. The Beta test was implemented in my Marketing 551 in Spring 1996. The course materials were redesigned to match this new format. Student feedback indicated that the test was very successful. By the end of the class the technology infrastructure was well enough developed to have an almost 0% failure rate.

I participated with Acting Dean Alex Field and Associate Dean Ed McQuarrie in a conference of Jesuit schools on using video conferencing technology. The conference

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unambiguously established that the technological capabilities of the LSB are 2x or 3x higher than any of the other participating schools.

**1995-96**

- Co-Authored a Grant Proposal for Upgrading about 7-8 Classrooms to Multi-media Format 10/25/95.
- Made a presentation to the AACSB accreditation board regarding multimedia in classroom.
- Authored a proposal to the technology steering committee to upgrade distance learning equipment in Kenna 104.
- Made a presentation to the LSB advisory board regarding Distance Learning Beta Test

**1996-97**

- MBA policy Committee, Departmental representative.

**1997-98**

- **RMI Internship Survey** Conducted survey of internship experiences of Retail Studies Program Interns. I analyzed the survey data and presented the conclusions at the Internship Forum Organized by RMI, January 29, 1998. Representatives from over 30 retailers attended the forum.
- **Redesign Retail Studies Program:** Some activities like product sourcing and brand development have evolved to greater importance among retail organizations. A merchandise planner/analyst now supplements the traditional buyer function. Our undergraduates are very interested in these employment opportunities. I redesigned the retail studies program (with Dale Achabal) to synchronize the curriculum with these new employment opportunities. We have also been working with the advisory board regarding this redesign.

**1996-1999**

- Associate Director, Retail Workbench Research and Education Center  
Responsibilities include:
  - Conduct 2 workbench update meetings with sponsors every year.
  - Manage existing computer equipment and new purchases.
  - Hire and manage computer programmers.
  - Liaison and co-ordinate faculty research
  - Manage research projects and deliverables
  - Liaison with retail industry sponsors and enhance relationships

**2004-2006**

- MBA policy Committee, Departmental representative.

**2004-2006**

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- Member, School of Business Rank and Tenure Committee.

#### **2006-2011**

- Faculty Director, eMBA Program
- Chair, eMBA Redesign Task Force. Currently leading an effort to completely overhaul and redesign the program. The effort includes building an advisory board for the eMBA program and securing corporate partners.

#### **2005-2007**

- Secured Ray M. Greenly Scholarship funding for students to attend the shop.org Internet Retailing Conference in February. This scholarship and conference has a tremendous impact on the students and results in students obtaining internships and excellent job opportunities with retailers. Details of scholarships awarded include:
  - 2005 3 Scholarships
  - 2006 4 Scholarships
  - 2007 4 Scholarships

#### **2011-2012**

- MBA Curriculum Review Committee

#### **2014-2017**

- Member & Chair (2016-2017), School of Business Rank and Tenure Committee.

### **University**

#### **1997-2000**

- Member, Steering committee for Center for Science, Technology and Society.

#### **2003-2005**

- Participant, Ignatian Faculty Forum
- Discussant, Association of Jesuit Business Schools Meetings.

#### **2004-2005**

- Member, Faculty Judicial Board.

#### **2006-2007**

- Member, Charney Professorship Search Committee
- Participant, Conference on Mission Driven Education at Business Schools, University of St Thomas, MN.

### **b) Service to Profession**

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- I am a reviewer for *Journal of Marketing*, *Marketing Science*, *Management Science* and *The Journal of Marketing Research*, and *Journal of the Academy of Marketing Science*.
  - I serve on the editorial board of the *Journal of Interactive Marketing*

### **c) Service to Industry**

Because of my research and teaching interests in retailing and Internet Marketing I am very active in industry groups such as the National Retail Federation (NRF) and its Internet retailing subsidiary Shop.org. My activities and appointments are listed below:

#### **2006-Onwards**

- Board Advisor to the Commander of the Army and Air force Exchange Services (AAFES), a \$9B retailer ranking #36 in the Top 100 Retailers. Nominal compensation. Activities include attending quarterly board meeting and providing advise on state of the retailing industry and retail operations.

#### **2006**

- Advisor to the Shop.org State of Retailing Online research study. This research study is highly visible and is considered a benchmark for Internet retailers.

#### **2005-2006**

- Organized and produced Internet Retailing Boot camps in conjunction with Shop.org. The boot camps were designed to be intense one day educational and training events. The 2005 boot camp was held in Las Vegas NV and the 2006 Boot camp was held in New York City. Both boot camps were sold out events with hundreds of attendees. These were extremely high visibility events for both Santa Clara University and for Shop.org. More information can be obtained from the following web link: [www.shop.org/Summit06/bootcamp.asp](http://www.shop.org/Summit06/bootcamp.asp)

#### **2009-2010**

- Chair, Shop.org ThinkTank