

Dipak C. Jain

915 Hamlin Street, Evanston, Illinois, 60611, USA
Email: dipakcain@gmail.com

PERSONAL DATA

Date of Birth: June 9, 1957
Marital Status: Married, three children

TEACHING INTERESTS

Strategic Marketing
Marketing Research
New Products and Services

RESEARCH INTERESTS

Customer Life-time Value Analysis
New Product Diffusion and Innovation
Management Education and Research

EDUCATION

Ph.D. in Management Science (Marketing), University of Texas at Dallas, USA, 1987

M.S. in Management Science, University of Texas at Dallas, USA, 1986

Diploma in Business Management (International Teacher's Program, ITP)
Stockholm School of Economics, SWEDEN, 1982

M.S. in Mathematical Statistics, Guwahati University, INDIA, 1978

B.S. in Mathematical Statistics (with Honors), Guwahati University, INDIA, 1976

HONORS AND AWARDS

DOCTOR OF BUSINESS ADMINISTRATION (HONORARY), **Woosong University (South Korea)**, 2017

DOCTOR OF SCIENCES (HONORARY), **Indian Institute of Technology (Guwahati, Assam)**, 2014

DOCTOR OF PUBLIC SERVICE (HONORARY), **Florida International University (Miami)**, 2012

DOCTORIA HONORARIO ECONOMIA (HONORARY), **IPADE (Mexico)**, 2010

DOCTOR OF BUSINESS ADMINISTRATION (HONORARY), **Chulalongkorn Univ. (Thailand)**, 2009

BEST DOCTORAL CONSORTIUM FELLOW, **AMA Doctoral Consortium**, 2010

ENTREPRENEUR OF THE YEAR AWARD, **Ernst & Young**, 2008

SOUL OF LEADERSHIP AWARD, **World Business Academy**, 2006

FOREIGN AFFAIRS ADVISOR, **Prime Minister of Thailand**, 2002-2006

ALUMNI ACHIEVEMENT AWARD, **University of Texas at Dallas**, 2005

DISTINGUISHED OVERSEAS INDIAN (PRAVASI BHARTIYA SANMAAN) AWARD, 2004

ALUMNI OUTSTANDING PROFESSOR OF THE YEAR, **Kellogg School of Management**, 2002

DISTINGUISHED ALUMNI AWARD, **University of Texas at Dallas**, School of Management, 2001

OUTSTANDING PROFESSOR OF THE YEAR, **Nyenrode University (The Netherlands)**, 1996-1998, 2000

BEST PROFESSOR AWARD, **WHU, Koblenz (Germany)**, 1999-2000

SIDNEY LEVY AWARD FOR EXCELLENCE IN TEACHING, **Kellogg School of Management** 1994-95

JOHN D.C.LITTLE BEST PAPER AWARD, **Marketing Science**, 1991

KRAFT RESEARCH PROFESSORSHIP, **Northwestern University** 1989-91

BEATRICE RESEARCH PROFESSORSHIP, **Northwestern University** 1987-88

FELLOW, **AMA Doctoral Consortium**. 1985

OUTSTANDING EDUCATOR AWARD, **State of Assam**, India, 1982

GOLD MEDAL, Best Post-Graduate of the Year, **Guwahati University**, India, 1978

GOLD MEDAL, Best Graduate of the Year, **Darrang College (Assam)**, India, 1976

GOLD MEDAL, **Jaycees (Rotary) International (U.S.A.)**, 1976

JAWAHARLAL NEHRU MERIT AWARD, **Government of India**, 1976

ACADEMIC EXPERIENCE

- 2014 - 2017 **Director**, Sasin Graduate Institute of Business Administration of Chulalongkorn University
- 2013 - 2014 **The INSEAD Chaired Professor of Marketing**, INSEAD
- 2011 - 2013 **Dean**, INSEAD
- 2009 - 2011
(1994 - 1996) **Sandy and Morton Goldman Professor in Entrepreneurial Studies and Professor of Marketing**, Kellogg School of Management, Northwestern University (NWU)
- 2001 - 2009 **Dean**, Kellogg School of Management, NWU
- 1996 - 2001 **Associate Dean for Academic Affairs**, Kellogg School of Management, NWU
- 1993 - 1994 **Professor of Marketing**, Kellogg School of Management, NWU
- 1990 - 1993 **Associate Professor of Marketing**, Kellogg School of Management, NWU
- 1986 - 1990 **Assistant Professor of Marketing**, Kellogg School of Management, NWU
- 1983 - 1986 **Teaching Assistant**, The University of Texas at Dallas.
- 1980 - 1983 **Lecturer in Business Administration**, Guwahati University, India.
- 1979 - 1980 **Lecturer in Mathematics**, Nowgong College (Assam), India

ADDITIONAL TEACHING EXPERIENCE

- 1989 - 2013 Sasin Graduate Institute of Business Administration, Chulalongkorn University, Bangkok, Thailand
- 1995 - 2011 Nyenrode University, The Netherlands
- 1997 - 2010 Tel Aviv University, Recanati School of Management, Tel Aviv, Israel
- 1998 - 2001 Hong Kong University of Science and Technology, Hong Kong
- 1998 - 2001 WHU Otto Beisheim School of Management, Koblenz, Germany
- 2001 - 2003 Indian School of Business, Hyderabad, India

RESEARCH PUBLICATIONS: JOURNAL ARTICLES

1. “Analyzing Recurrent Customer Purchases and Unobserved Defections: a Bayesian Data Augmentation Scheme” (with Sharad Borle, Siddharth Shekhar Singh and Ashutosh Patil), **Customers Needs and Solutions**, November 16, 2015
2. “Patent Expiry and Pharmaceutical Market Opportunities at the Nexus of Pricing and Innovation Policy” (with James G. Conley), **International Series in Quantitative Marketing** 20, Springer Science + Business Media, New York, 2014
3. “Evaluating Customer Relationships: Current and Future Challenges” (with Siddharth S. Singh), **Routledge Companion: Future of Marketing**, edited by Prof. Ajay Manrai (2013).
4. “Ensuring and Enhancing Future Value” (with Erich C. Dierdorff, Denis J. Nayden, and Subhash C. Jain), **Disrupt or be Disrupted**, Jossey-Bass (2013).
5. “A Generalized Norton-Bass Model For Multigeneration Diffusion” (with Zhengrui Jiang) **Management Science** 58 (October 2012), 1887-1897.
6. “Combining Purpose and Performance: A New look at Global Business Schools” (with Matt Golosinski). **Evaluating Customer Relationships: Current and Future Challenges**, (2012)
7. “Subproblem Decomposition: An Exploratory Research Method” (with Dirk Ruiz and Kent Grayson), **Journal of Product Innovation and Management** 29, 3 (2012), 385-404.
8. “The Enduring Value of the MBA Degree” (with Matt Golosinski), **The Future of Leadership Development**, Palgrave MacMillan (2011).
9. “Measuring Customers Life Time Value: Models Analysis (with Siddharth S. Singh) **Review of Marketing Research** (2010) vol. 6, 37-62.
10. “A Generalized Framework for Estimating Customer Lifetime Value When Customer Lifetimes are Not Observed” (with Siddharth S. Singh), **Quantitative Marketing and Economics**, 7 (June 2009), 181-205.
11. “Sizing Up the Tyranny of the Rule” (with Matt Golosinski), **Academy of Management Learning & Education**, 8 (2009), 99-105.
12. “Customer Loyalty Programs: Are They Profitable?” (with Siddharth S. Singh and Trichy Krishnan), **Management Science**, 54 (June 2008), 1205-1211.
13. "Customer Lifetime Value Measurement" (with Siddharth S. Singh with Sharad Borle), **Management Science**, 54 (January 2008), 100-112.
14. “Optimal Dynamic Advertising Policy for New Products” (with Trichy Krishnan), **Management Science**, 52 (December 2006), 1957-1969.

15. "Consumer Preferences and Product-Line Pricing Strategies: An Empirical Analysis" (with Michaela Draganska), **Marketing Science**, 25 (March-April 2006), 164-174.
16. "An Empirical Analysis of Price Discrimination Mechanisms and Retailer Profitability" (with Romana Khan), **Journal of Marketing Research**, 42 (2005), 516-524.
17. "Product-Line Length as a Competitive Tool" (with Michaela Draganska), **Journal of Economics and Management Strategy**, 14/1, (2005).
18. "A Likelihood Approach to Estimating Market Equilibrium Model" (with Michaela Draganska), **Management Science**, 50 (2004), 605-616.
19. "Customer Lifetime Value Analysis: A Review and Future Research Directions" (with Siddhartha Singh), **Journal of Interactive Marketing**, 16/2 (2002).
20. "Drawing Inferences from Logit Models for Panel Data: An Empirical Analysis of the Consumer Packaged Goods Market" (with Eric Nordmoe), **Applied Stochastic Models in Business and Industry**, 16 (2000).
21. "Modeling the Marketing-Mix Influence in New-Product Diffusion" (with Frank M. Bass and Trichy Krishnan), **New-Product Diffusion Models**, Editors: Vijay Mahajan, Eitan Muller and Yoram Wind. (2000), 99-122.
22. "Optimal Pricing Strategy for New Products," (with Trichy V. Krishnan and Frank M. Bass), **Management Science**, 45 (December 1999), 1650-1663.
23. "Modeling The Evolution of 'Chicken-and-Egg' Product-Markets: An Application to the Digital Television Industry," (with Sachin Gupta and Mohanbir Sawhney), **Marketing Science**, 18 (Summer 1999), 396-416.
24. "Consumer Choice Process for Experience Goods: An Econometric Model and Analysis," (with Ramya Neelameghan), **Journal of Marketing Research**, 36 (August 1999), 373-387
25. "Pricing patterns of Cellular Phones and Phone calls: A segment-level Analysis," (with Eitan Muller and Naufel Vilcassim), **Management Science**, 45 (February 1999), 131-141.
26. "A Hierarchical Elimination Modeling Approach for Market Structure Analysis" (with Sehoon Park and Lakshman Krishnamurthi), **European Journal of Operations Research**, 1112/2, (December 1998), 328-350.
27. "Logit Demand Estimation Under Competitive Pricing Behavior: An Equilibrium Framework" (with Sachin Gupta and David Besanko), **Management Science**, 44 (November 1998), 1533-1547.
28. "Cultural-Influences on New Product Acceptance in Global Markets," (with Suvit Maesincee), **Monash Mt Eliza Business Review**, 1 (February, 1998), 63-71.

29. "An Approach for Determining Optimal Product Sampling for the Diffusion of a New Product," (with Vijay Mahajan and Eitan Muller), **Journal of Product Innovation Management**, 12, (1995), 124-135.
30. "Empirical Analysis of Dynamic Duopoly Models of Advertising Competition," (with Pradeep Chintagunta), **Journal of Economics and Management Strategy**, 4 (Spring 1995), 109-131.
31. "Why the Bass Model Fits without Decision Variables," (with Frank Bass and Trichy Krishnan), **Marketing Science**, (Summer 1994). (A finalist for the 1994 John D.C. Little Best Paper Award)
32. "The Effect of Information Format and Task Processing Method in Cutoff Choice Strategies" (with Raj Sethuraman and Catherine Cole), **Journal of Consumer Psychology**, 3, (1994), 103-136.
33. "A Random Coefficients Logit Brand Choice Model Applied to Panel Data," (with Naufel Vilcassim and Pradeep Chintagunta), **Journal of Business and Economics Statistics**, 12 (July 1994), 317-328.
34. "Estimating Household Purchase Rates for Consumer Non-Durable Goods," (with Naufel J. Vilcassim), **Applied Stochastic Models and Data Analysis**, 10, (March 1994), 15-26.
35. "Simple Approaches to Evaluate Competing Non-Nested Models in Marketing," (with Siva Balasubramanian), **International Journal of Research in Marketing**, 11, (1994), 53-72.
36. "Analyzing Household Brand Switching: A Stochastic Model," (with Shun-Chen Niu), **European Journal of Operations Research**, 76, (1994), 298-308.
37. "Latest Class Models to Infer Market Structure: A Comparative Analysis," (with Ram C. Rao), **European Journal of Operations Research**, 76, (1994), 331-343.
38. "Customer Value Assessment in Business Markets: A State-of-Practice Study," (with James C. Anderson and Pradeep Chintagunta), **Journal of Business-to-Business Marketing**, 1 (1, 1993), 3-29.
39. "A Dynamic Model of Channel Member Strategies for Marketing Expenditures," (with Pradeep Chintagunta), **Marketing Science**, 11, (Spring 1992), 168-188
40. "Dynamic Monopoly Pricing Under a Poison-type Uncertain Demand," (with Yu-Min Chen), **Journal of Business**, 65, (October 1992), 593-614.
41. "A Stochastic Generalization of the Bass Diffusion Model," (with Kalyan Raman), **Journal of Scientific and Industrial Research**, 51, (March 1992), 216-288.
42. "Investigating Heterogeneity in Logit Model for Panel Data," (with Pradeep Chintagunta and Naufel J. Vilcassim), **Journal of Marketing Research**, 28, (November 1991), 417-28. (A finalist for the O'Dell Award)
43. "Investigating Household Purchase Timing Decisions: A Conditional Hazard Function Approach," (with Naufel J. Vilcassim), **Marketing Science**, 10, (Winter 1991), 1-23. (Received John D. C. Little Best Paper Award for 1991)

44. "Innovation Diffusion in the Presence of Supply Restrictions," (with Vijay Mahajan and Eitan Muller), **Marketing Science**, 10, (Winter 1991), 83-90.
45. "Cross-National Analysis of Diffusion of Consumer Durables," (with Hirokazu Takada), **Journal of Marketing**, 55, (April 1991), 48-54.
46. "Modeling Purchase Timing and Brand Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity," (with Naufel J. Vilcassim), **Journal of Marketing Research**, 28, (February 1991), 29-41. (A finalist for the O'Dell Award)
47. "Using Stochastic Calculus to Model Dynamic Systems," (with Kalyan Raman), **Research in Marketing**, 10, (1991), 81-112.
48. "Effect of Price on the Demand for Durables: Modeling, Estimation and Findings," (with Ram C. Rao), **Journal of Business and Economic Statistics**, 8, (April 1990), 163-170. (A review of this paper was published in the **International Journal of Forecasting**.)
49. "Estimation of Latent Class Models with Heterogeneous Choice Probabilities: An Application to Market Structuring," (with Frank M. Bass and Yu-Min Chen), **Journal of Marketing Research**, 27, (February 1990), 94-101.
50. "Testing Functional Forms of Market Share Models Using the Box-Cox Transformation and the Lagrange Multiplier Approach," (with Naufel J. Vilcassim), **International Journal of Research in Marketing**, 6, (1989), 95-107
51. "Effect of Choice Set Size on Choice Probabilities: An Extended Logit Model," (with Frank M. Bass), **International Journal of Research in Marketing**, 6, (1989), 1-11.

Other Published Articles

52. "Education: Focusing on the Three New Rs", **What will leapfrog India in the 21st Century?**, (2016), 147-152.
53. "The Sandwich Strategy: Managing New Products and Services for Value Creation and Value Capture." **Kellogg on Marketing**, Second Edition (2010).
54. "Managing New Products for Competitive Strategic Advantage," **Kellogg on Marketing**. (2002)
55. "Mesure de la valeur a vie du client" (Customer Lifetime Value) (with Sharad Borle and Siddharth S. Singh), **Research and Application in Marketing**, 23 (2008), 85-102.
56. "Innovation and Entrepreneurship in a Globalizing World," **Forum of Free Enterprise**, (2008).
57. Human Resource Marketing: Allowing Customer Retention to Follow Employee Retention" **Jigyasa: Journal of Human Resources and Organizational Development**, (2007), 28-31.
58. "The Long and the Short of It," **Financial Times**, (October 24, 2005).

59. "Should Neptune Launch a Mass-Market Brand?" HBR Case Commentary, **Harvard Business Review**, (April, 2005), 42.
60. "Snack Time," **Kellogg World**, Spring 2005, 48.
61. "Nine Major Shifts in the New Economy," (with Philip Kotler and Suvit Maesincee), **Electronic Customer Relationship Management**, (2001), 17-24.
62. "Diffusion of Innovations in Thailand: Role of Infrastructure and Communications" (with Suvit Maesincee), **Sasin Journal of Management**, Bangkok, Thailand (1995).
63. "Design and the Satisfied Customer," **Innovation**, (Winter 1995), 31.
64. "Free Samples: How Many is Best," Briefings from the Editors, **Harvard Business Review**, (January - February 1994), 8-9.
65. "Regression Analysis for Marketing Decisions," a chapter in **Handbook of Marketing Research**, edited by Richard P. Bagozzi.
66. "My Two Visits to Dubai: The Story of my Dubai Experience and Research," (with HongJu Lee), **Experience and Research Monthly**, (2008), 576-79.
67. "A Study of Manufacturer-Retailer Marketing Strategies: A Differential Game Approach," (with Pradeep Chintagunta), **Lecture Notes in Control and Information Sciences**, Springer-Verlag, New York, 1990.

Books

1. **MARKETING MOVES** (with Philip Kotler and Suvit Maesincee), Harvard University Press, 2002.
2. **WINNING STRATEGIES FOR THE INDIAN MARKET** (with Anu Gulati), Northwestern University Press, 2010.

Working Papers

1. "Optimal Marketing Entry Timing for Successive Generations of Technological Innovations," (with Zhengrui Jiang and Xinxue Qu), under review in MIS Quarterly (2017).
2. "New Product Sales Forecasting: Influence of Consumer Voice and Market Noise (with Trichy V. Krishnan and Shanfei Feng), under review in European Journal of Marketing (2016).
3. "A Generalized Diffusion Model with Repeat Purchases" (with Aslan Lotfi, Ali Lotfi, and Zhengrui Jiang), under preparation (2017).
4. "Airlines Alliances: Fractures in Seamless Service" (with Trichy V. Krishnan and Siddharth Shekhar Singh), under preparation (2017).

PAPERS PRESENTED AT CONFERENCES

1. "Effect of Price on the Demand for Durables: Modeling, Estimation and Findings," Marketing Science Conference, Vanderbilt University, Nashville, March 1985.
2. "Cross-Cultural Analysis of Diffusion of Consumer Durables," Marketing Science Conference, France, June 1987.
3. "Comparison of Latent Class Approaches to Infer Market Structure," ORSA/TIMS Joint National Meeting at St. Louis, October 1987.
4. "Incorporating Heterogeneity in Latent Class Models: An Application to Market Structural Analysis," Marketing Science Conference, University of Washington, Seattle, March 1988.
5. "Innovation Diffusion in the Presence of Supply Restrictions," Marketing Science Conference, University of Washington, Seattle, March 1988.
6. "Modeling Consumer Purchase Dynamics: A Conditional Hazard Function Approach," Marketing Science Conference, University of Washington, Seattle, March 1988.
7. "Innovation Diffusion in the Presence of Supply Restrictions," National Forecasting Conference, San Antonio, May 1988.
8. "Spatial and Temporal Diffusion of New Products," ORSA/TIMS Joint National Meeting at Denver, October 1988.

9. "Product Diffusion Models with Time-Varying Parameters: An Econometric Assessment," ORSA/TIMS Joint National Meeting at Denver, October 1988.
10. "Modeling Consumer Purchase Behavior In Continuous Time," ORSA/TIMS Joint National Meeting at Denver, October 1988.
11. "Evaluating Alternative Approaches to Comparing Non-Nested Models," Marketing Science Conference, Duke University, March 1989.
12. "Impact of Uncertainty on Commonly Used Advertising Models," Marketing Science Conference, Duke University, March 1989.
13. "Inferring Brand choice from Rank Order Preference Data," ORSA/TIMS Joint National Meeting, Vancouver, May 1989.
14. "A Semi-Markov Model of Purchase Timing, Brand Choice and Purchase Quantity," ORSA/TIMS Joint National Meeting, Vancouver, May 1989.
15. "Investigating Consumers Purchase Decisions using Panel Data," Statistical Meetings, American Statistical Association, Washington, D.C., August 1989.
16. "Hierarchical Elimination Approach to Infer Market Structure Using Brand-Switching Data," ORSA/TIMS Joint National Meeting, New York, October 1989.
17. "Modeling the Purchase Timing and Brand Choice Decisions: A Conditional Hazard Function Approach," ORSA/TIMS Joint National Meeting, New York, October 1989.
18. "A Comparison of Parametric and Semiparametric Approaches to Modeling Interpurchase Times," Marketing Science Conference, University of Illinois, Urbana-Champaign, March 1990.
19. "Marketing Mix Effects on the Diffusion of Innovations," Marketing Science Conference, University of Illinois, Urbana-Champaign, March 1990.
20. "A Study of Manufacturer-Retailer Marketing Strategies: A Differential Game Approach," Fourth International Symposium on Differential Games and Applications, Helsinki (Finland), August 1990.
21. "Impact of Sampling on New Product Diffusion Patterns," ORSA/TIMS Joint National Meeting, Philadelphia, October 1990.
22. "Estimation and Specification Test of a Static Game Theoretical Model: An Application to Advertising Competition in a Duopoly." ORSA/TIMS Joint National Meeting, Philadelphia, October 1990.
23. "A Theory of Errors in Diffusion Models with Omitted Variables: Empirical Finding and Forecasting Implications," Marketing Science Conference, University of Delaware, March 1991.

24. "Impact of Product Sampling and High-Value Coupons on Diffusion of a New Product," Marketing Science Conference, University of Delaware, March 1991.
25. "Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data," TIMS XXX – SOBRAPO XXIII Joint International Meeting, Rio de Janeiro, July 1991.
26. "A Methodology to Study Evolutionary Market-Structures," ORSA/TIMS Joint National Meeting, Orlando, April 1992.
27. "Incorporating Response Heterogeneity Using a Random Coefficient Logit Model" ORSA/TIMS Joint National Meetings, Anaheim, November 1991.
28. "Designing a Course on the Design/Marketing Interface" Design Leadership Symposium, IBM Palisades, June 1992.
29. "Open Loop Advertising Policies in a Dynamic Duopoly: An Empirical Analysis" Fifth International Symposium on Dynamic Games and Applications, Geneva, July 1992.
30. "Determination of Optimal Product Sampling For New Products" ORSA/TIMS Joint National Meetings, San Francisco, November 1992.
31. "Dynamic – Duopoly Models of Advertising Competition: Estimation and a Specification Test," ORSA/TIMS Joint National Meetings, San Francisco, November 1992.
32. "Incorporating Heterogeneity in Models of Household Purchase Behavior" ORSA/TIMS Joint National Meetings, San Francisco, November 1992.
33. "Simple Approaches to Compare Competing Non-Nested Models in Marketing" Marketing Science Conference, St. Louis, March 1993.
34. "Understanding Household Store Choice Behavior Over Time: An Exploratory Analysis" Marketing Science Conference, St. Louis, March 1993.
35. "Marketing Mix Effects on the Diffusion of Innovations," International Symposium on Forecasting, Pittsburg, June 1993.
36. "Evaluating Models for Predicting Brand Choice: An Entropy – Based Approach" New Directions and Current Issues in the Analysis and Use of Scanner Data, Toronto, September 1993.
37. "A Psycho – Social Model of Consumer Choice: Empirical Analysis and an Application," Marketing Science Conference, Tucson, March 1994.
38. "Dynamic Pricing of Cellular Phones and Phone Calls: A Demand Side Analysis," Marketing Science Conference, Tucson, March 1994.
39. "On the Speed of New Product Life Cycles," Marketing Science Conference, Tucson, March 1994.

40. "Decision Variable Considerations in Diffusion Models: Extensions and Generalizations of the Bass Model," Marketing Science Conference, Tucson, March 1994.
41. "Evaluating Model for Predicting Brand Choice: An Entropy – Based Approach," TIMS XXXII Conference, Anchorage, June 1994.
42. Modeling Network Externalities and Strategic Interdependence in the Education of Technology Markets: An Application to the HDTV Industry," Marketing Science Conference, Sydney, July 1995.
43. "Drawing Inferences from Logit Models for Panel Data: A Robust Approach," Marketing Science Conferences, Sydney, July 1995.
44. "Analyzing Long-Term Product Diffusion Patterns: A Time-varying Parameter Modeling Approach," Marketing Science Conference, Sydney, July 1995.
45. "Logit Demand Estimation Under Competitive Pricing Behavior: An Equilibrium Framework," Marketing Science Conference, University of Florida, Gainesville, March 1996.
46. "Logit Demand Estimation Under Competitive Pricing Behavior," Marketing Science Conference, University of California, Berkeley, March 1997.
47. "Global Diffusion and Market Potential," Marketing Science Conference, University of California, Berkeley, March 1997.
48. "Cointegration Analysis of the Advertising-Sales Relationship," Marketing Science Conference, INSEAD, July 1998.
49. "Estimating Equilibrium Models of Market Behavior Using Disaggregate Data," Marketing Science Conference, University of Syracuse, Syracuse, May 1999.
50. "Product Line Length and Competitive Pricing: An Empirical Study," Marketing Science Conference, UCLA, Los Angeles, June 2000.

INVITED PRESENTATIONS AT VARIOUS SCHOOLS

1. **University of Rochester**, November 1985
2. **New York University**, November 1985
3. **Northwestern University**, November 1985, May 1991, October 1995
4. **Yale University**, November 1985
5. **Carnegie Mellon University**, November 1985, May 1997
6. **University of Iowa**, November 1985

7. **University of Illinois at Chicago**, April 1987
8. **University of New Brunswick**, Fredericton, Canada, May 1987
9. **Georgia Institute of Technology**, November 1987
10. **University of Virginia, Darden School of Management**, November 1988
11. **University of Texas**, Dallas, December 1988, March 1992
12. **University of Florida**, Gainesville, March 1989, February 1992
13. **University of Chicago**, March 1989, April 1990, May 1994
14. **INSEAD (France)**, June 1989
15. **National Institute of Science Technology and Development (India)**, July 1989
16. **Cornell University**, September 1989
17. **The Wharton School**, Philadelphia, October 1989
18. **Norwegian School of Management**, April 1990
19. **Swedish School of Business and Economics**, Helsinki (Finland), August 1990
20. **University of Toronto**, March 1991
21. **National University of Singapore**, December 1991
22. **Washington University**, St. Louis, February 1992
23. **University of California**, Berkeley, March 1992
24. **University of Alabama**, Tuscaloosa, April 1993
25. **University of Waikato**, New Zealand, July 1995
26. **University of Jamaica**, Kingston, 1995
27. **MIT**, February 1996
28. **INSEAD Marketing Camp, INSEAD**, June 1996
29. **Marketing Camp, Columbia University**, June 1996
30. **Northeastern Illinois University**, Chicago, April 1997
31. **Waseda University**, Tokyo, March 1997

32. **Hong Kong University of Science and Technology**, February 1998
33. **Rice University**, Houston, December 1993, April 2000
34. **Tel Aviv University**, January 2001
35. **Chulalongkorn University**, January 2003
36. **University of Nairobi**, Kenya, March 2005
37. **University of Los Andes**, Bogota, Columbia, March 2005
38. **SP Institute of Management**, Dubai, May 2006; Mumbai, January 2012
39. **Dhirubhai Ambani International School**, Mumbai, May 2007
40. **Kellogg-WHU 10th Anniversary Celebration**, Frankfurt, October 2007
41. **University of Toledo**, Ohio, September 2009
42. **Florida International University, Miami**, October 2008, January 2010
43. **American University of Cairo**, February 2010
44. **Johns Hopkins University**, February 2010
45. **University of Delaware**, March 2010
46. **American University in Beirut**, October 2010
47. **Florida International University, Miami** (Honorary PhD), April 2012
48. **INSEAD Marketing Conference**, France, June 2013
49. **University of Texas at Dallas** (Graduation Speaker), August 2013
50. **Sasin, Chulalongkorn University, Alumni Celebration**, August 2013

Ph.D. DISSERTATION COMMITTEE

Chairman:

- | | | |
|-------------------------------|-----------|-----------|
| 1. Ramya Neelamegham | Marketing | June 1995 |
| 2. Suvit Maesincee | Marketing | May 1996 |
| 3. Maria Alvarez Sainz | Marketing | Feb 1999 |
| University of Deusto (Bilbao) | | |

| | | |
|------------------------|-----------|------------|
| 4. Michaela Draganska | Marketing | June 2001 |
| 5. Siddhartha S. Singh | Marketing | May 2003 |
| 6. Romana Khan | Marketing | March 2004 |
| 7. Manish Tripathi | Marketing | May 2008 |

Member:

| | | |
|------------------------|---------------------------|-----------|
| 1. Shun-Ching Horng | Marketing | May 1988 |
| 2. Purushottam Papatla | Marketing | May 1988 |
| 3. Yong-June Kim | Marketing | May 1989 |
| 4. Raj Sethuraman | Marketing | May 1989 |
| 5. Vaman Shenoy Kudupi | Marketing | May 1989 |
| 6. Pradeep Chintagunta | Marketing | May 1990 |
| 7. Niranjana Pati | Industrial Engineering | Aug 1990 |
| 8. Steven Gray | MEDS | May 1993 |
| 9. Eric Nordmoe | Statistics | Sept 1993 |
| 10. Arun Shastri | MEDS | Dec 1995 |
| 11. Rita Czaja | Accounting | June 1995 |
| 12. Raja Selvam | Marketing | Dec 1995 |
| 13. Chul Seung Lee | Marketing | May 1996 |
| 14. Amit Israel Pazgal | MEDS | May 1996 |
| 15. Jack Wang | Transportation | May 1998 |
| 16. Debbie Beitler | Education & Social Policy | May 2000 |
| 17. Pietro Zidda | Marketing (Belgium) | June 2000 |
| 18. Michael Lewis | Marketing | May 2001 |
| 19. Daniel Turner | Marketing | Nov 2001 |
| 20. Jennifer Chang | Marketing | July 2002 |
| 21. Ying Xie | Marketing | May 2003 |

PROFESSIONAL SERVICES

Member, Editorial Board Customer Needs and Solutions (CNS), (2013-Present)

Executive Editor SASIN Journal of Management, THAILAND (2008-2011)

Editorial Board Asian Journal of Marketing, SINGAPORE (2004-2009)

Departmental Editor (Marketing) Management Science (1995-2002)

| | |
|-------------------------------------|---|
| Program Chair | <u>Journal of American Statistics Association</u> (Section on Statistics in Marketing, 1996-1997) |
| Associate Editor | <u>Management Science</u> (1990-1995) |
| Area Editor | <u>Marketing Science</u> (1994-1996) |
| Associate Editor (Marketing) | <u>Journal of Business and Economic Statistics</u> (1991-1996) |
| Member, Editorial Board | <u>Journal of Marketing</u> (1991-1999) |
| Member, Editorial Board | <u>Journal of Marketing Research</u> (1991-2001) |

PRIOR ADMINSTRATIVE ACTIVITIES

Dean, INSEAD, 2011-2013

Dean, Kellogg School of Management, Northwestern University (NWU), 2001–2009

Associate Dean for Academic Affairs, Kellogg School of Management, NWU, 1996-2001

Chair, AACSB Review, Harvard Business School, 2010

Chair, Program Review, Emory Business School, 2010

Member, Program Review, New Lisbon Program, 2010

Member, Program Review, Anderson School of Management, UCLA, 2005

Chair, Program Review, Chinese University of Hong Kong, 1996-99

Member, University Identity Committee, NWU, 1999-2001

Member, Program Review Committee for the Office of the Provost, NWU, 1998-99

Member, Ad-hoc Faculty Committee, The Highest Order of Excellence, NWU, 1998

Co-Chair, Basic Industrial Research Lab (BIRL) Study Team, NWU, 1995-96

Member, Personnel Committee, Kellogg School of Management, NWU, 1994-1996

Member, Provost Search Committee, NWU, 1995

Member, Program Review Committee, Medill School of Journalism, NWU, 1994

Member, Intellectual Property Committee, NWU, 1988-1996

CONSULTING EXPERIENCE

Corporate Training/Marketing Consulting (US)

1. UBS
2. IBM
3. Herst
4. USG
5. Hyatt
6. Nestle
7. AT&T
8. Lucent
9. Abbott
10. Boeing
11. Celgene
12. Guidant
13. Motorola
14. ConAgra
15. Genzyme
16. Microsoft
17. Accenture
18. Honeywell
19. US Cellular
20. BioMerieux
21. Eli Lilly & Co.
22. Ernst & Young
23. McKinsey & Co.
24. Schering Plough
25. Myers Industries
26. Bank of Montreal
27. American Express
28. Philips Electronics
29. Deloitte & Touche
30. International Paper
31. M&I Data Services
32. DLA Piper LLP
33. Baker & McKenzie
34. Advocate Healthcare
35. Thompson Electronics
36. Evergreen International Airlines
37. Commonwealth Edison (ComEd)
38. Federal Aviation Administration (FAA)
39. Turner Construction

Corporate Training/Marketing Consultation (Outside US)

40. SG (France)
41. Sony (Japan)
42. Tigre (Brazil)
43. ABB (Zurich)
44. Nokia (China)
45. Nissan (Japan)
46. Pfizer (Turkey)
47. AGA (Sweden)
48. Embraer (Brazil)
49. Max India (India)
50. HT Media (India)
51. Arcor (Argentina)
52. Odebrecht (Brazil)
53. Ericsson (Sweden)
54. Gunnebo (Sweden)
55. Union Bank (India)
56. Linde Gas (Germany)
57. Novartis (Switzerland)
58. HCL Corporation (India)
59. Life Insurance Corporation (India)
60. Merck (Germany & United States)
61. Zoetis (Thailand)
62. Hewlett Packard (Singapore)
63. Prudential (UK)
64. Securities and Exchange Commission (SEC) (Thailand)
65. Siam Cement Group (SCG) (Thailand)

Invited Presentations at Corporations/Conferences

1. World Congress on Philosophy, Greece, August 2013
2. NASSCOM, Mumbai, 2010
3. Association Polente, Guatemala, 2010
4. Parliament of World Religions, Melbourne, 2009
5. Jain Center of Metropolitan Chicago, Chicago, 2009
6. JAINA Annual Convention, 2013, 2009, 2007
7. Industrial Research Institute, 2009
8. Steel Authority of India, Limited (SAIL), 2008
9. JITO (Mumbai, India), 2008
10. IFRA (India), 2007
11. Graduation Ceremony, Dhirubhai Ambani International School (India), 2007
12. Kellogg-Hong Kong University 10th Anniversary Celebration (Hong Kong), 2007
13. Kellogg-WHU 10th Anniversary Celebration (Germany), 2007
14. Graduation Ceremony, SP Jain Institute of Management, Dubai, 2006
15. Young Presidents Organization (YPO), Guatemala, Honduras, 2006-2007
16. University of Nairobi, Kenya, 2005
17. Ministry of Finance, Thailand, 2005-2010
18. World Presidents Organization (WPO), 2000
19. Procter and Gamble, 2010
20. General Electric, 2008

21. Alcatel/Lucent, 2009
22. McDonald's, 2006
23. FedEx, 2005
24. University of Jamaica, Kingston, 1995
25. American Medical Association (AMA), 1990

Board Directorships (Current)

1. JOHN DEERE (2002-Present)
2. RELIANCE INDUSTRIES, India (2005-Present)

Board Directorships (Past)

1. EVANSTON NORTHWESTERN HEALTHCARE (ENH) (2001-2004)
2. HARTMARX (2002-2009)
3. PEOPLES ENERGY (2002-2007)
4. UNITED AIRLINES (2004-2006)
5. HINDUSTAN TIMES (2011-2013)
6. NORTHERN TRUST (2004-2017)
7. GLOBAL LOGISTICS PROPERTIES LIMITED (2011-2017)

International Advisory Academic Boards/Councils (Present)

1. American University in Cairo (AUC), **Egypt**
2. Fundação Dom Cabral (FDC), **Brazil**
3. Fabretto Foundation, **Nicaragua**
4. Woosong University, **South Korea**

International Advisory Academic Boards/Councils

1. Sasin Graduate Institute of Business Administration, Chulalongkorn University, **Thailand** (2009-2014)
2. Asian University for Women, Chittagong, **Bangladesh** (2008-2014)
3. Hong Kong University of Science and Technology, **Hong Kong** (2009-2014)
4. Nyenrode University, **The Netherlands**, (2001-2013)
5. One-Acre Fund, **Kenya**, (2010-2011)
6. Carey Business School, Johns Hopkins University, **USA** (2009-2011)
7. Indian School of Business, **India**, (2001-2010)