

**Puneet Manchanda**

University of Michigan  
Ross School of Business, R5316  
701 Tappan Street  
Ann Arbor, MI 48109  
734-936-2445 (W), 734-936-8716 (Fax)  
e-mail: [pmanchan@bus.umich.edu](mailto:pmanchan@bus.umich.edu)  
web : <http://www-personal.umich.edu/~pmanchan>  
<http://ssrn.com/author=105979>

**I. Educational Background**

**A. Degrees**

Doctor of Philosophy in Business, Graduate School of Business, Columbia University, New York, NY, 1998.

Master of Philosophy in Business, Graduate School of Business, Columbia University, New York, NY, 1997.

Post Graduate Diploma in Management (M.B.A), Indian Institute of Management, Ahmedabad, India, 1990.

Bachelor of Engineering (Honors) Electrical & Electronics Engineering, Birla Institute of Technology and Science, Pilani, India, 1987.

**B. Dissertation:** “A Multi-Category Analysis of Shopping Behavior,” Columbia University, 1998.

**II. Professional Experience**

Ross School of Business, University of Michigan.  
Professor of Marketing (September 2009- ).  
Associate Professor of Marketing with Tenure (August 2007-August 2009).

Graduate School of Business, University of Chicago.  
Associate Professor of Marketing (August 2003-July 2007).  
Assistant Professor of Marketing (August 1998-July 2003).  
Kilts Center Faculty Fellow (2001-2003, 2004-2005).  
Beatrice Foods Company Faculty Scholar (2002-2003).  
True North Communications Inc. Faculty Scholar (1999-2000, 2005-2006).

Center for Health and the Social Sciences, University of Chicago  
Faculty Affiliate (2005-2007).

Columbia University, 1995-98.  
Lecturer in Marketing.

Unilever India, 1990-93.  
Area Sales Manager, Hindustan Lever Limited, Bombay, 1992-93.  
Assistant Brand Manager, Pond's India Limited, Madras, 1991.  
Management Trainee, Pond's India Limited, Madras, 1990.

University of Bombay, Bombay, India, 1992-93.  
Adjunct Faculty in Business.

ORG Systems (Unisys Inc. partner in India), 1987-88.  
Communications Software Engineer, Baroda, India.

### III. Publications and Research

#### A. Publications

Nam, Sungjoon, Puneet Manchanda and Pradeep K. Chintagunta (2006), "The Effect of Signal Quality and Contiguous Word of Mouth on Customer Acquisition for a Video On Demand Service," *Marketing Science*, forthcoming.

Nair, Harikesh, Puneet Manchanda and Tulikaa Bhatia (2006), "Asymmetric Effects in Physician Prescription Behavior: The Role of Opinion Leaders," *Journal of Marketing Research*, forthcoming.

Sridhar Narayanan and Puneet Manchanda (2009), "Heterogeneous Learning and the Targeting of Marketing Communication for New Products," *Marketing Science*, **28** (3), 424-441.

Jiang, Renna, Puneet Manchanda and Peter E. Rossi (2009), "Bayesian Analysis of Random Coefficient Logit Models Using Aggregate Data," *Journal of Econometrics*, **149** (2), 136-148.

Dong, Xiaojing, Puneet Manchanda and Pradeep K. Chintagunta (2009), "Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior," *Journal of Marketing Research*, **46** (April), 207-221.

Manchanda, Puneet, Ying Xie and Nara Youn (2008), "The Role of Targeted Communication and Contagion in New Product Adoption," *Marketing Science*, **27** (6), 950-961.

Hartmann, Wesley R., Puneet Manchanda, Harikesh Nair, Matthew Bothner, Peter Dodds, David Godes, Kartik Hosanagar and Catherine Tucker (2008), "Modeling Social Interactions: Identification, Empirical Methods and Policy Implications," *Marketing Letters*, **19**, 287-304.

Manchanda, Puneet, Jean-Pierre Dube, Khim Yong Goh and Pradeep K. Chintagunta (2006), "The Effects of Banner Advertising on Internet Purchasing,"

*Journal of Marketing Research*, **43** (February), 98-108.

Manchanda, Puneet, Dick R. Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing J. Dong, Peter S. H. Leeflang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Thomas Steenburgh, Jaap E. Wieringa, Marta Wosinska and Ying Xie (2005), "Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry," *Marketing Letters*, **16** (3/4), 293-308.

Narayanan, Sridhar, Puneet Manchanda and Pradeep K. Chintagunta (2005), "Temporal Differences in the Role of Marketing Communication in New Product Categories," *Journal of Marketing Research*, **42** (August), 278-290.

Dube, Jean-Pierre, Guenter Hitsch and Puneet Manchanda (2005), "An Empirical Model of Advertising Dynamics," *Quantitative Marketing and Economics*, **3** (2), 117-144. (Lead Article)

Dube, Jean-Pierre and Puneet Manchanda (2005), "Differences in Dynamic Brand Competition across Markets: An Empirical Analysis," *Marketing Science*, **24** (1), 81-95.

Manchanda, Puneet and Elisabeth Honka (2005), "The Effects and Role of Direct-to-Physician Marketing in the Pharmaceutical Industry: An Integrative Review," *Yale Journal of Health Policy, Law and Ethics*, **5** (2), 785-822.

Manchanda, Puneet, Peter E. Rossi and Pradeep K. Chintagunta (2004), "Response Modeling with Non-Random Marketing Mix Variables," *Journal of Marketing Research*, **41** (November), 467-478.

Manchanda, Puneet and Pradeep K. Chintagunta (2004), "Responsiveness of Physician Prescription Behavior to Salesforce Effort: An Individual Level Analysis," *Marketing Letters*, **15**:2-3, 129-145.

Brijs, Tom, Dimitris Karlis, Gilbert Swinnen, Koen Vanhoof, Geert Wets and Puneet Manchanda (2004), "A Multivariate Poisson Mixture Model for Marketing Applications," *Statistica Neerlandica*, **58** (3), 322-348.

Van Heerde, Harald J., Carl F. Mela and Puneet Manchanda (2004) "The Dynamic Effect of Innovation on Market Structure," *Journal of Marketing Research*, **41** (May), 166-183. (Finalist, 2005 Paul Green Award)

Van Osselaer, Stijn M. J., Joseph W. Alba and Puneet Manchanda (2004), "Irrelevant Information and Mediated Intertemporal Choice," *Journal of Consumer Psychology*, **14** (3), 257-270.

Jedidi, Kamel, Sharan Jagpal and Puneet Manchanda (2003), "Measuring Heterogenous Reservation Prices for Product Bundles," *Marketing Science*, **22**, 107-130.

Manchanda, Puneet, Asim Ansari and Sunil Gupta (1999), "The 'Shopping Basket':

A Model for Multi-Category Purchase Incidence Decisions,” *Marketing Science*, **18**, 95-114. (*Lead Article*)

- Shortlisted as one of the ten papers published in *Marketing Science* and *Management Science* (marketing focus) in the 1999-2003 period eligible for the INFORMS Society for Marketing Science Long Term Impact Award. Papers shortlisted for this award are viewed to have had “a significant long run impact on the field of Marketing.”

Russell, Gary, David Bell, Anand Bodapati, Christina Brown, Jeongwen Chiang, Gary Gaeth, Sunil Gupta and Puneet Manchanda (1997), “Perspectives on Multiple Category Choice,” *Marketing Letters*, **8**, (3), 297-305.

Manchanda, Puneet, Sunil Gupta and William R. Dillon (1997), “More Smoke than Fire: Do Cigarette Prices Really Matter?,” *Marketing and Public Policy Conference Proceedings*, eds. Easwer Iyer and George R. Milne, Vol. 7, pp. 46-47, American Marketing Association.

## **B. Submitted Papers**

Ohnishi, Hiroshi and Puneet Manchanda (2008), “Marketing Activity, Blogging and Sales.”

Dong, Xiaojing, Puneet Manchanda and Pradeep K. Chintagunta (2008), “Can Ignoring Cross-Category Prescription Behavior Lead to Incorrect Inferences Regarding Physician Segmentation?”

Narayanan, Sridhar and Puneet Manchanda (2006), “An Empirical Analysis of Individual Level Casino Gambling Behavior.”

## **C. Research in Progress**

“Network Marketing: The Role of Structure and Distance on Performance.”

“An Empirical Investigation of Consumer Adoption, Consumption, and Termination of a Video on Demand Service” (with S. Sriram and Pradeep K. Chintagunta)

“The Role of Free Sampling in the Pharmaceutical Industry,” (with Sridhar Narayanan).

“Social Interactions and Casino Gambling” (with Hee Mok Park).

“Evolution of Online Social Networks: The Role of Groups” (with Hiroshi Ohnishi).

“Online Social Networks and Buyer Behavior: An Empirical Analysis” (with Grant Packard and Adithya Pattabhiramaiah).

## **E. General Research Interests**

Response Models, Structural Models, Social Networks, Product Adoption,

Advertising, Consumer Choice Models, Multi-Category Models, Empirical Industrial Organization, Econometric Methods, Hierarchical Bayes Methods, Markov Chain Monte Carlo Methods.

## F. Invited Talks

- Sauder School of Business, University of British Columbia, Fall 2009.
- Fuqua School of Business, Duke University, Spring 2009, Fall 1997.
- University of Guelph, Canada, Fall 2008.
- National University of Singapore, Fall 2008.
- University of Chicago Health Economics, Spring 2008.
- London Business School, Spring 2008, Summer 2006.
- INSEAD, Winter 2008, Fall 1997.
- Tippie College of Business, University of Iowa, Spring 2008 (Marketing Camp), Spring 2004.
- University of Notre Dame, Spring 2008.
- School of Pharmacy, University of Michigan, Winter 2008.
- Information Systems, University of Michigan, Fall 2007.
- Christian-Albrechts-University at Kiel, Germany, Fall 2007.
- University of Chicago GSB (Organizations & Markets group), Fall 2007.
- Ross School of Business (Hosmer Series), University of Michigan, Fall 2007.
- Department of Economics/Rotterdam School of Management, Erasmus University, Rotterdam, Fall 2007.
- McCombs School of Business, University of Texas at Austin, Spring 2007, Spring 1998.
- College of Business, University of Missouri, Columbia, Fall 2006.
- The Tuck School, Dartmouth College, Fall 2006, Fall 1997.
- The Wharton School, University of Pennsylvania, Fall 2006, Fall 1997.
- Ross School of Business, University of Michigan, Spring 2006, Fall 1997.
- Department of Economics, Stony Brook University, Spring 2006.
- School of Management, Yale University, Spring 2006, Spring 1998.
- Marshall School of Business, University of Southern California, Fall 2005.
- University of Washington, Seattle, Summer 2005.
- University of Groningen, the Netherlands, Summer 2005.
- Harris School of Public Policy, University of Chicago, Spring 2005.
- Rady School of Management, University of California, San Diego, Spring 2005.
- School of Management, Boston University, Fall 2004.
- Hong Kong University of Science and Technology, Fall 2004.
- AC Nielsen-BASES, Chicago, Summer 2004.
- Graduate School of Business, Columbia University, Spring 2004.
- Stern School of Business, New York University, Spring 2004, Fall 1997.
- School of Management, University at Buffalo, Spring 2004.
- Olin School of Business, Washington University at St. Louis, Spring 2004, Fall 1997.
- Management Development Institute, Gurgaon, India, Spring 2004.
- Graduate School of Business, Stanford University, Spring 2004, Fall 1997.
- Management Science Group, Wyeth Pharmaceuticals, Collegeville, PA, Fall

- 2003.
- Anderson Graduate School of Management, University of California, Los Angeles, Spring 2003.
- Graduate School of Management, University of California, Irvine, Spring 2003.
- Anderson Graduate School of Management, University of California, Riverside, Spring 2003.
- School of Business Administration, University of Wisconsin, Milwaukee, Spring 2003.
- Indian Institute of Management, Bangalore, India, Spring 2003, (videoconference).
- Rotman School of Management, University of Toronto, Spring 2002.
- Leeds School of Business, University of Colorado at Boulder, Spring 2002, Fall 1997.
- Indian Institute of Foreign Trade, New Delhi, India, Spring 2002.
- Johnson School of Management, Cornell University, Fall 2001.
- Haas School of Business, University of California at Berkeley, Spring 2001.
- Department of Economics, Tilburg University, the Netherlands, Spring 2001.
- Kellogg Graduate School of Management, Northwestern University, Spring 2001.
- Facultad De Ciencias Economicas, Universidad Nacional De La Plata, La Plata, Republic of Argentina, Fall 1999.
- Graduate School of Business, University of Chicago, Spring 1999, Fall 1997.
- Faculty of Management, Rutgers University, Fall 1997.
- Cox School of Business, Southern Methodist University, Fall 1997.
- Sloan School of Management, MIT, Fall 1997.
- University of Texas at Dallas, Fall 1997.
- Simon School of Business, Rochester University, Fall 1997.

## **G. Conference Presentations**

Invited Speaker, *The Practice and Impact of Marketing Science Conference*, INFORMS/MIT Sloan, Jan 15-16, 2010.

Invited Session Chair for session on “Word-of-Mouth Marketing,” *Collaborative and Multidisciplinary Research Conference*, Yale School of Management, May 1-2, 2009. Also presented paper, “Marketing Activity, Blogging and Sales.”

Invited Participant, *Diamond Exchange*, Pinehurst, NC, Sep 2008, Diamond Management and Technology Consultants.

Invited Speaker, “Measuring the Causal Impact of Social Networks on Marketing Response,” *AMA’s Advanced Research Techniques Forum*, Asheville, NC, June 15-18, 2008.

“Network Marketing: The Role of Structure and Distance on Performance,” *INFORMS Marketing Science Conference*, June 12-14, 2008, Vancouver, Canada.

Invited Speaker, “Measuring the Causal Impact of Social Networks on Marketing Response,” *The Practice and Impact of Marketing Science Conference*, INFORMS/Wharton, Oct 16-18, 2007.

Invited Speaker, “Marketing ROI in Pharmaceuticals,” *The Practice and Impact of Marketing Science Conference*, INFORMS/Wharton, Oct 16-18, 2007.

“Interdependent Choices and Social Multipliers: Identification, Methods and Policy Implications,” *Choice Symposium (Plenary Session)*, The Wharton School, Philadelphia, June 17, 2007.

“The Effects of Service Quality and Word-of-Mouth on Customer Acquisition, Retention and Usage,” *Choice Symposium session on Interdependent Choices*, The Wharton School, Philadelphia, June 14, 2007.

Invited Discussant for “Cross Validation of Homescan Panel Data,” by Einav, Leibtag and Nevo, *Northwestern University-Chicago Marketing/IO Conference*, Evanston, IL, June 1, 2007.

Invited Speaker, “Accelerating Market Acceptance in a Networked World,” *Marketing Science Institute*, Los Angeles, CA, March 14-26, 2007.

“Word-of-Mouth Effects in New Product Introduction,” University of Chicago GSB’s *Global Leadership Series*, London, United Kingdom, July 5, 2006.

“Entertainment and Addiction in Gaming: An Empirical Analysis,” *INFORMS Marketing Science Conference*, June 8-10, 2006, Pittsburgh, PA.

Invited Speaker, the 1<sup>st</sup> MSI Young Scholar Reunion Conference, *Marketing Science Institute*, Santa Fe, NM, May 18-21, 2006.

Invited speaker, *BIO Annual International Convention 2006 (Panel titled “Launching Innovative Health-care Products—Strategies for Success”)*, April 10, 2006, Chicago, IL.

Invited speaker, *Pharmaceutical Management Science Association Tutorial*, January 17, 2006, Bridgewater, NJ.

Invited panelist, Marketing Science Institute Board of Trustees Conference, Panel on Salesforce Response and Allocation, Nov 3, 2005, Chicago.

Invited speaker, *Conference on Bayesian Methods and Applications in Marketing*, Sep 21, 2005, Johannes Kepler University, Linz, Austria.

Invited speaker, Session on Customer Base Analysis, *Joint Statistical Meeting*, Aug 8, 2005, Minneapolis, MN.

Invited speaker, *Advanced Research Techniques Forum*, American Marketing

*Association*, June 12-15, 2005, Coeur d'Alene, ID.

Invited speaker, *Pharmaceutical Management Science Association Conference*, May 13-15, 2005, Nashville, TN.

"Optimizing Sales Force Effort," Invited Speaker at the *Sales Leaders Roundtable*, University of Chicago, Nov 10, 2004.

"Detailing and Physician Prescription Behavior," Invited speaker at conference titled *Pharmaceutical Innovation and Cost*, Nov 5, 2004, University of Chicago Law School, Chicago, IL.

"Multi-Category Prescription Behavior: A Brand Level Analysis," *INFORMS Marketing Science Conference*, June 24-27, 2004, Rotterdam, The Netherlands.

"Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry," *Choice Symposium (Plenary Session)*, June 8, Estes Park, Colorado.

"Multi-Category Prescription Behavior: A Brand Level Analysis," *INFORMS*, October 19-22, 2003, Atlanta, GA.

"The Role of Marketing Activity and Contagion in Adoption," *INFORMS Marketing Science Conference*, June 12-15, 2003, College Park, MD.

"Multi-Category Prescription Behavior: An Empirical Analysis," *INFORMS Marketing Science Conference*, June 12-15, 2003, College Park, MD.

"Optimal Detailing," *INFORMS Marketing Science Conference*, June 28-30, 2002, Edmonton, Canada.

Invited speaker, *Advanced Research Techniques Forum, American Marketing Association*, June 2-5, 2002, Vail, CO.

"A Structural Model of Cross-Selling," *INFORMS Marketing Science Conference*, July 5-8, 2001, Wiesbaden, Germany.

Invited speaker, *Advanced Research Techniques Forum, American Marketing Association*, June 24-27, 2001, Amelia Island, Florida.

Invited Speaker, Conference on Responsiveness of Physician Response to Promotion, jointly organized by ZS Associates, Kellogg Graduate School of Management, and the Graduate School of Business, University of Chicago, Evanston, IL, June 7-8, 2001.

Invited Speaker, the 1<sup>st</sup> MSI Young Scholar Conference, *Marketing Science Institute*, Park City, UT, Jan 11-14, 2001.

Invited speaker, *RU 2000: Conference and Workshop on Random Utility Theory*

*and Probabilistic Measurement Theory*, Fuqua School of Business, Duke University, August 3-9, 2000, Durham, NC.

“Multi-Category Brand Effects,” *INFORMS Marketing Science Conference*, June 22-26, 2000, Los Angeles, CA.

“Responsiveness of Physician Prescription Behavior to Salesforce Effort: An Individual Level Analysis,” *INFORMS Marketing Science Conference*, June 22-26, 2000, Los Angeles, CA.

Keynote Speaker, *Conference on Planning, Measuring and Evaluating Trade Promotions*, Institute for International Research, March 20-21, 2000, New York.

“Using the “Multivariate-Multinomial Probit” model for Multi-Category Analysis,” *INFORMS College of Marketing*, November 7-10, 1999, Philadelphia, PA.

Invited speaker, *Advanced Research Techniques Forum*, American Marketing Association, June 13-16, 1999, Santa Fe, New Mexico.

Invited panelist for session titled “Shopping Basket Empirics,” *INFORMS College of Marketing*, October 26-29, 1997, Dallas, TX.

“More Smoke than Fire: Do Cigarette Prices Really Matter?” *Marketing and Public Policy Conference*, May 16-17, 1997, Boston, MA.

“The Shopping Basket: Beneath the Surface,” *INFORMS Marketing Science Conference*, March 21-24, 1997, Berkeley, CA.

“Purchase Incidence and Brand Choice across Substitute and Complementary Pairs of Categories,” Invited Session on “Multi-Item Choice”, *Third International Choice Symposium*, June 23-26, 1996, Arden House, New York.

#### **IV. Teaching**

##### **A. Graduate**

Strategic Marketing Planning (Capstone Marketing Course), Ross School of Business, University of Michigan, 2008- .

Multidisciplinary Action Projects (MAP) Faculty, Ross School of Business, University of Michigan, 2009.

Special Topics in Quantitative Marketing (PhD course), Ross School of Business, University of Michigan, 2007, 2009.

Marketing Strategy for Technology, B-to-B & Service Markets (Executive MBA program elective), Graduate School of Business, University of Chicago, 2007.

Advanced Marketing Strategy II (Executive MBA program program elective), Graduate School of Business, University of Chicago, 2004.

Advanced Marketing Strategy (Capstone Marketing Course), Graduate School of Business, University of Chicago, 2000-2007.

Marketing Strategy (Core Marketing Course), Graduate School of Business, University of Chicago, 1999-2002.

## **B. Undergraduate**

Marketing Management, Columbia University, 1995-1998.

Principles of Management and Marketing, University of Bombay, 1992-1993.

## **V. Professional Activities**

### **A. Journal Responsibilities**

Editorial Board Member

- *Quantitative Marketing and Economics*
  - Associate Editor
- *Management Science*
  - Associate Editor
- *Marketing Science*
  - Regular Area Editor (2007)
- *Journal of Marketing Research*
  - 2005 O'Dell Award Committee
- *International Journal of Research in Marketing*
  - Guest Area Editor (2007-)
- *Journal of the Academy of Marketing Science* (2006-2009)
- *Review of Marketing Science*

Reviewer for

- *Rand Journal of Economics*
- *Journal of Marketing*
- *Journal of the American Statistical Association*
- *Journal of Business and Economic Statistics*
- *Psychometrika*
- *Operations Research*
- *Marketing Letters*
- *Marketing Science Institute*
- *Journal of Interactive Marketing*
- *Journal of Business*
- *Decision Support Systems*
- *The Lancet*

### **B. Doctoral Student Advising**

- Dissertation Chair, Hiroshi Ohnishi, University of Michigan, PhD 2010 (expected).
- Dissertation Committee (outside) member, Maciej Szymanowski, Tilburg University, PhD 2009 (expected). (Placement: Rotterdam School of Management)
- Dissertation Committee member, Elea Feit, University of Michigan, PhD 2009. (Placement: The Modellers LLC)
- Advisor (first-year paper), Adithya Pattabhiramaiah, University of Michigan, 2008-09.
- Advisor (first-year paper, second-year paper), Hee Mok Park, University of Michigan, 2007-10.
- Dissertation Committee (outside) member, Jorge Gonzalez, London Business School, PhD 2007. (Placement: IESE, Barcelona)
- Co-advisor (curriculum paper and first-year paper), Sungjoon Nam, University of Chicago, 2005-2006.
- Co-advisor (curriculum paper and first-year paper), Renna Jiang, University of Chicago, 2005-2006.
- Dissertation Co-chair for Xiaojing Dong, Northwestern University (Department of Civil Engineering), PhD 2006. (Placement: Santa Clara University)
  - *Winner, 2005 Adam G. Clayton Dissertation Proposal Award, Marketing Science Institute*
- Dissertation Committee member for Junhong Chu, University of Chicago, PhD 2006. (Placement: National University of Singapore)
- Dissertation Co-chair for Sridhar Narayanan, University of Chicago, 2005. (Placement: Stanford University)
- Dissertation Committee member for Khim Yong Goh, University of Chicago, 2005. (Placement: Singapore Management University)
- Co-advisor (curriculum paper and first-year paper), Sridhar Narayanan, University of Chicago, 2002-2003.

### **C. Service**

#### University of Michigan

- Ross School of Business Research Committee, 2009-10.
- Speaker, Ross Alumni Club Day 2009, Ross Alumni Club of Minneapolis.
- Junior Faculty Review Committee (chair), University of Michigan Ross School of Business Marketing department, 2009-10.
- Curriculum Review Committee (chair), University of Michigan Ross School of Business Marketing department, 2009-10.
- Junior Recruiting Committee (co-chair), University of Michigan Ross School of Business Marketing department, 2008-09.
- Senior Recruiting Committee (chair), University of Michigan Ross School of Business Marketing department, 2007-08.
- Speaker Series (co-ordinator), University of Michigan Ross School of Business Marketing department, 2008-09, 2007-08.
- Marketing department website/brochure initiative, University of Michigan Ross School of Business Marketing department, 2007-09.

## University of Chicago Graduate School of Business

- GSB Management Conference, Panel Organizer and Chair (Topic: New Media), May 2007.
- PhD Admit Weekend, Faculty Coordinator for Marketing, Fall 2007.
- Faculty Speaker, GSB Consulting Group (2007, 2006, 2004, 2002).
- Faculty Speaker, GSB Marketing Group Lunch Series (2007, 2005).
- Global Leadership Series Speaker, GSB London Campus, June 2006.
- External Speaker Seminar Series Organizer (Winter 2006, Winter 2002, Spring 2000).
- Recruiter Relationships (2005: Bain Consulting, 2004: Harrah's Entertainment).
- Faculty Panelist, Chicago Asia Business Group Conference (2005, 2004).
- Marketing Area Teaching Committee (Co-Chair) on Marketing Area Elective Courses, 2004-05.
- GSB Convocation Representative, 2004-05.
- Annual GSB Alumni Conference, Invited Panelist (Topic: The Google IPO), September 2004.
- Faculty Representative, Haring Symposium, Indiana University, May 2004.
- Faculty Representative, MBA Admit Week Curriculum Review, Fall 2004.
- Faculty Research Presentation, Incoming PhD Student Class, Fall 2004.
- Faculty Speaker, Sales Leaders Roundtable (University of Chicago Alumni Group), Fall 2004.
- New Faculty Orientation, Panel on Teaching, Fall 2003.

### **D. Professional Affiliations and Memberships**

- Advisory Board Member, Word of Mouth Marketing Association, Chicago, IL.
- Organizing Committee Member, American Marketing Association's Advanced Research Techniques Forum, Monterrey, June 2006
- INFORMS
- American Marketing Association

### **E. Corporate Affiliations**

- NielsenHealth Client Advisory Board, 2007-08.
- Board Member, Adventures in Advertising, Inc (a portfolio holding of The Riverside Company)
- Advisory Board Member, [bridgeportfolio.com](http://bridgeportfolio.com), 2000-07.

## **VI. Grants, Awards and Honors**

Included in Top 50 Productive Researchers in Marketing from 1982 to 2006.

Seggie, Steven H. and David A. Griffith (2009), "What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals," *Journal of Marketing*, 73 (1), 122-132.

Co-Investigator, Research Grant for the University of Chicago Program for Pharmaceutical Policy, Program on Pharmaceutical Policy Issues. Grant awarded by the Merck Company Foundation for 2005-2007.

Young Scholar, *Marketing Science Institute*, 2006 (Reunion), 2001.

True North Communications Inc. Scholar, Graduate School of Business, University of Chicago, 1999-2000, 2005-2006.

Finalist, 2005 Paul Green Award for “The Dynamic Effect of Innovation on Market Structure.” This award is given to an article in the *Journal of Marketing Research* (previous year) that “shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Kilts Center Faculty Fellow, Graduate School of Business, University of Chicago, 2001-2003, 2004-2005.

Beatrice Foods Company Faculty Scholar, Graduate School of Business, University of Chicago, 2002-2003.

Junior Scholar, *RU 2000: Conference and Workshop on Random Utility Theory and Probabilistic Measurement Theory*, Fuqua School of Business, Duke University, 2000.

Research Grant (jointly awarded with Carl Mela), *Marketing Science Institute*, 1999.

Research Grant, *Center for International Business Education Research*, Columbia University, 1997.

Runner-Up, Student Paper Competition, *AMA Public Policy and Marketing Conference*, 1997, Boston, MA.

American Marketing Association Doctoral Consortium Fellow, 1996.

Delegate, Doctoral Internationalization Consortium in Marketing, *Center for International Business Education and Research*, University of Texas, Austin, TX, 1995.

Dean’s List (Beta Gamma Sigma), Graduate School of Business, Columbia University, 1993-94.

First Class Honors, Birla Institute of Technology and Science, Pilani, India.

## **VII. Popular Press**

Research and commentary has appeared in the *Sloan Management Review*, *New York Times*, *ABC News*, *The Baltimore Sun*, *The Detroit Free Press*, *Investors Business Daily*, *Ann Arbor News*, *The New Scientist*, *Forbes.com*, *Sydsvenskan* and *Multichannel News*.