

K. SUDHIR

School of Management, Yale University
135 Prospect St, PO Box 208200
New Haven, CT 06520-8200
Phone: (203)-432-3289
Fax: (203)-432-3003
Email: k.sudhir@yale.edu

Academic Work Experience

- Professor of Marketing, July 2006-
- Director, China India Consumer Insights Program, 2008-
- James L. Frank '32 Associate Professor of Private Enterprise and Management, School of Management, Yale University, July 2003-June 2006
- Assistant Professor of Marketing, School of Management, Yale University, July 2001-June 2003
- Assistant Professor of Marketing, Stern School, New York University, Fall 1998-June 2001
- Lecturer, School of Hotel Administration, Cornell University, Fall 1996
- Lecturer, Johnson School, Cornell University, Fall 1995

Education

- PhD, Marketing, Cornell University, 1998.
- MS, Marketing, Cornell University, 1997.
- M Tech, Industrial Management, Indian Institute of Technology, Madras, 1991.
- BE, Electronics & Communication Engineering, Anna University, Madras, 1989.

Honors

Research

- Winner, Don Lehmann Award for Best Paper based on a Doctoral Dissertation in Journal of Marketing Research, 2007.
- Honorable Mention, Best Paper in QME, 2006
- Finalist, Paul Green Award for Best Paper in Journal of Marketing Research, 2006.
- Winner, Frank M. Bass Dissertation Paper Award, Marketing Science, 2003
- Finalist, John D.C. Little Award for Best Paper in Marketing Science, 2001.
- Honorable Mention, Best Paper in IJRM, 2001

Academic

- Marketing Science Doctoral Consortium Faculty Fellow
University of British Columbia, 2008
National University of Singapore, 2007

- AMA-Sheth Doctoral Consortium Faculty Fellow
University of Missouri, 2008
University of Maryland, 2006
University of Connecticut, 2005
- Young Scholar Program 2003, Marketing Science Institute
- Cornell University Representative to the Doctoral Consortium, American Marketing Association, University of Colorado at Boulder, 1996.
- Graduate School Travel Grant, Cornell University, 1995.
- Gold Medalist, M Tech Program, IIT Madras.
- National Merit Scholar, India, 1983-89.

Professional Service

- *Area Editor*: Marketing Science (2009-)
- *Associate Editor*: Quantitative Marketing and Economics (2006-)
- *Editorial Board*: Journal of Marketing Research (2003-), Marketing Science (2005-08)
IIMB Management Review (IMR) (2006-)
- *Ad-hoc Reviewer*: American Economic Review, Management Science, Journal of Business, Journal of Economics and Management Strategy, International Journal of Research in Marketing (IJRM), Journal of Retailing, Marketing Letters, Social Sciences and Humanities Research Council (SSHRC) Canada, Research Grants
Board of Examiners: Board of Examiners for Ph.D. Theses, University of Madras, India.

Publications

1. "The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data," (with Dinesh Gauri and Debabrata Talukdar), *Journal of Marketing Research*, February 2008.
2. "Optimal Marketing Strategies for a Customer Data Intermediary", (with Joseph Pancras), *Journal of Marketing Research*, November, 2007. Previously titled: "Personalization Services Firms: What to Sell, To Whom to Sell and For How Much."
Winner: Don Lehmann Best Dissertation Paper in JMR Award 2007.
3. "Competitive Pricing under State Dependent Demand: Do Firms Look Ahead? How Far Ahead?" (with Hai Che and P.B. Seetharaman), *Journal of Marketing Research*, August 2007.
4. "Pass-through Timing," (with Sergio Meza), *Quantitative Marketing and Economics*, Vol 4, No. 4, December 2006, 351-382.
Honorable Mention: Best Paper Award in QME, 2006.
5. "Do Slotting Allowances Enhance Efficiency or Hinder Competition?"(with Vithala R. Rao), *Journal of Marketing Research*, May, 2006, Vol 43, Issue 2, pp. 137-155.
Lead Article. Finalist Paul Green Best Paper Award in JMR.
6. "Recent Advances in Structural Modeling: Dynamics, Product Positioning and Entry," (with J.P. Dube, A. Ching, G.S. Crawford, M. Draganska, J.T. Fox, W. Hartmann, G.J. Hitsch, V.B. Viard, N. Vilcassim and M. Villas-Boas), *Marketing Letters*, December 2005. (2004 Choice Conference based Special Issue).

7. "Time Varying Competition," (with Pradeep Chintagunta and Vrinda Kadiyali), *Marketing Science*, Winter 2005, pp 96-109.
8. "When Shopbots Meet Emails: Implications for Price Competition on the Internet," (with Yuxin Chen), *Quantitative Marketing and Economics*, Issue 3, 2004.
9. "Does Store Brand Patronage Improve Store Patronage?" (with Debabrata Talukdar), *Review of Industrial Organization*, March 2004.
10. "Structural Applications of the Discrete Choice Model", (with Jean-Pierre Dube, Pradeep Chintagunta, Bart Bronnenberg, Ron Goettler, Amil Petrin, P.B. Seetharaman, Raphael Thomadsen and Ying Zhao), *Marketing Letters*, August 2002 pp. 207-220.
11. "Investigating New Product Diffusion across Products and Countries," *Marketing Science*, Winter 2002. (with D. Talukdar and A. Ainslie).
Recognized among, "A Few Very Recently Highly Cited Marketing Science Articles in 2002" in the Summer 2005 issue.
12. "A Multiple Ideal Point Model: Capturing Multiple Preference Effects from Within an Ideal Point Framework," *Journal of Marketing Research*, February 2002. (with Jack Lee and Joel Steckel)
13. "Structural Analysis of Competitive Pricing in the Presence of a Strategic Retailer," *Marketing Science*, Summer, 2001, pp. 244-264.
Winner: Frank M. Bass Best Dissertation Paper Award, 2003. Currently the second highest cited Marketing Science article published in 2001.
14. "Structural Analysis of Competitive Behavior: New Empirical Industrial Organization Methods in Marketing," *International Journal of Research in Marketing*, June 2001. (with V. Kadiyali and V.R. Rao).
Honorable Mention: Best Paper Award in IJRM, 2001.
15. "Competitive Pricing Behavior in the US Auto Market: A Structural Analysis," *Marketing Science*, Winter, 2001, pp. 42-60.
Finalist: John DC Little Best Paper Award in Marketing Science, 2001.
Recognized among, "A Few Very Recently Highly Cited Marketing Science Articles in 2001" in the Summer 2004 issue.

Book Chapters

16. "Pricing in Marketing Channels," (with Sumon Datta), *Handbook of Pricing*, Ed. Vithala Rao, Elsevier Publishers.

Papers under Review/Working Papers

17. "Dynamic Market Structure in a Durable Goods Market: The Effect of a New Product Form," (with Jackie Luan).
18. "Retailer Pricing and Store Brand Success," (with Sergio Meza).
19. "Forecasting Advertising Responsiveness for Short Lifecycle Products: The Case of DVDs," (with Jackie Luan)
20. "Managing Customer Relationships Under Competition: Punish or Reward Current Customers?" (with Jiwoong Shin)
21. "Optimal Inter-release Time Between Sequentially Released Products," (with Jackie Luan)

22. "Beating the Average with Conditional Averages: Target Selection with Geo-Demographic Joint Distributions" (with Jason Duan and Sachin Sancheti)
23. "A Structural Model of Entry and Location Choice: The Differentiation-Agglomeration Tradeoff," (with Sumon Datta and Debu Talukdar).
24. "Retail Zoning and Product Variety (with Sumon Datta).

Work in Progress

1. "Demand in High-Technology Markets: Role of Temporal and Contextual Reference Effects," (with Wonjoon Kim and Subrata Sen).
2. "Durable Goods Adoption in an Emerging Market." (with Boudhayan Sen)
3. "Consumer Aspirations and Consumption in an Emerging Market." (with Sumon Datta)
4. "Store Brand Consumption and Retailer Profit" (with Debabrata Talukdar)

MBA Teaching Cases

1. TIAA-CREF: A Pension Giant Takes a Hard Look at Serving the Customer (Yale Case 06-015).
2. TIAA-CREF (B): Organizing around the Customer: From Managing Assets to Managing Relationships (Yale Case 06-019).
3. HDTV: Assessing an Innovation at Three Points in Time. (Yale Case 07-012).

Invited Presentations

1. Discussant, SICS Conference, July 2008.
2. "Market Response Measurement: Structural Dynamic Models," American Marketing Association Doctoral Consortium, June 2008.
3. "Structural Dynamic Models," Marketing Science Doctoral Consortium, June 2008.
4. "Movie-DVD Releasing Timing," London Business School, October 2007.
5. "Managing Customer Relationships under Competition: Punish or Reward Current Customers?" Invited Speaker in Pre-Conference Program on "Emerging Directions in Marketing Strategy Research" at AMA Summer Educator's Conference, August 2007.
6. "Movie-DVD Releasing Timing," Marketing Science Doctoral Symposium, Singapore, June 2007.
7. "Managing Customer Relationships under Competition: Punish or Reward Current Customers?" University of Toronto, March 2007.
8. "Movie-DVD Releasing Timing," IIT Madras, Chennai, January 2007.
9. "Movie-DVD Releasing Timing," University of British Columbia, October 2006.
10. "Empirical IO Methods in Marketing," Cornell University, Ph.D. Seminar, September 2006.
11. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Plenary Speaker at the INRA-IDEI Conference on "Industrial Organization and the Food Processing Industry," Toulouse, June 2006
12. "Personalization Services: To Whom to Sell, What to Sell and For How Much," University of Texas Austin, Marketing Camp, April 2006

13. "Movie-DVD Releasing Timing," SUNY Buffalo, April 2006.
14. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Purdue University, April 2006
15. "Personalization Services: To Whom to Sell, What to Sell and For How Much," University of California, Berkeley, March 2006
16. "Personalization Services: To Whom to Sell, What to Sell and For How Much," University of California, Los Angeles, March 2006
17. "Forecasting Advertising Responsiveness for Short Lifecycle Products: The Case of DVDs," AMA-Sheth Doctoral Consortium, University of Connecticut, July 2005.
18. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Carnegie Mellon University, April 2005.
19. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Koc University, Istanbul, March 2005.
20. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Indian Institute of Technology, Madras, January 2005.
21. Discussant at Quantitative Marketing and Economics (QME) conference, Harvard University, November 2004.
22. "Slotting Allowances: An Empirical Investigation," Summer Institute in Competitive Strategy, UC Berkeley, July 2004.
23. "Slotting Allowances: An Empirical Investigation," SUNY Buffalo, July 2004.
24. "Slotting Allowances: An Empirical Investigation," University of Colorado, Boulder, April 2004.
25. "Slotting Allowances: An Empirical Investigation," Washington University, St. Louis, March 2004.
26. "Investigating Patterns of Time Varying Competitive Behavior," SUNY Buffalo, November 2003.
27. "Investigating Patterns of Time Varying Competitive Behavior," Marketing Camp, Northwestern University, September 2003.
28. "In Favor or Out of Favor: Effects of Store Brand Introduction on Retailer Pricing of National Brands," (with Sergio Meza) at Summer Institute on Competitive Strategy, University of California, Berkeley, June 2003.
29. "Investigating Patterns of Time Varying Competitive Behavior," Stanford University, March 2003.
30. "Investigating Patterns of Time Varying Competitive Behavior," University of Texas, Dallas, March 2003.
31. "Investigating Patterns of Time Varying Competitive Behavior," Young Scholars Program, March 2003.
32. "When Shopbots Meet Emails: Implications for Price Competition on the Internet," Stanford Institute of Theoretical Economics (SITE), June 2002.
33. "When Shopbots Meet Emails: Implications for Price Competition on the Internet," MIT, April 2002.
34. "Investigating New Product Diffusion Across Products and Countries," at the Marketing Modeler's Group, New York, March 2002.
35. "Investigating Patterns of Time Varying Competitive Behavior," at the Winter Marketing Research Camp, Catholic University at Leuven, Belgium, December 2001.
36. "Innovation Diffusion across Products and Countries," at the Marketing Science Institute Conference on "Global Innovation of New Products and Services", London, October 2001.

37. "Investigating Patterns of Time Varying Competitive Behavior," at the Invitational International Choice Conference, Session on Structural Models of Choice, Monterey CA, hosted by UC Berkeley, June 2001.
38. "Structural Analysis of Competitive Pricing in the Presence of a Strategic Retailer", Yale University, October 2000.
39. "New Empirical Industrial Organization Methods in Marketing: A Review of Methods," Doctoral Seminar at University of Chicago, March 2000.
40. "Competitive Pricing Behavior in the US Auto Market: A Structural Analysis," University of California, Berkeley, December 1999.
41. "New Empirical Industrial Organization Methods in Marketing: A Review of Methods," Doctoral Seminar at Columbia University, November 1999.
42. "Structural Analysis of Competitive Pricing in the Presence of a Strategic Retailer"
 - i. Dartmouth College, October, 1997.
 - ii. University of Chicago, October, 1997.
 - iii. SUNY Buffalo, October, 1997.
 - iv. New York University, October, 1997.
 - v. INSEAD France, October, 1997.
 - vi. Purdue University, October, 1997.
 - vii. Duke University, November, 1997.
 - viii. University of Rochester, November, 1997.
 - ix. Stanford University, November, 1997.
 - x. UCLA, November, 1997.
 - xi. University of Toronto, November, 1997.
 - xii. HKUST, November, 1997

Conference Presentations

1. "Beating the Average: Target Selection with Geo-Demographic Conditional Averages." Marketing Science Conference, Singapore Management University, June 2007.
2. "Advertising Responsiveness for Short Lifecycle Products: The Case of DVDs," International Conference on Innovation, IIT Madras, Chennai, December 2005.
3. "Advertising Responsiveness for Short Lifecycle Products: The Case of DVDs," Marketing Science Conference, Emory University, June 2005.
4. "Time Varying Market Structure: Effect of the SUV on the U.S. Auto Market," NASMEI Conference, Indian Institute of Management, Kozhikode, December 2004.
5. "When and Where to Cherry Pick? Does Geography Matter?" presented at Marketing Science Conference, June 2004.
6. "Are Slotting Allowances Efficiency-enhancing or Anti-competitive?" presented at Marketing Science Conference, June 2004.
7. "Slotting Allowances: An Empirical Investigation," presented at Columbia-NYU-Wharton-Yale Colloquium, April 2004.
8. "Investigating Time Varying Competitive Behavior," at EURO/INFORMS Conference, Istanbul, Turkey, July 2003.
9. "Beyond Richness and Representativeness: Combining Household and Store Data," at Marketing Science Conference, University of Maryland, June 2003.

10. "In Favor or Out of Favor: Effects of Store Brand Introduction on Retailer Pricing of National Brands," (with Sergio Meza) at Cornell University Pricing Conference, August 2002.
11. "Investigating Patterns of Time Varying Competitive Behavior," at Marketing Science Conference, University of Alberta, June 2002.
12. "Investigating Patterns of Time Varying Competitive Behavior," at the North East Marketing Consortium (Cornell, Dartmouth, Harvard, MIT, Yale), MIT, September 2001.
13. "Investigating Patterns of Time Varying Competitive Behavior," at the MSI Conference on Competitive Responsiveness, Boston, May 2001.
14. "Identifying Similarities in Diffusion Behavior across Products and Countries," presented at Marketing Science conference, UCLA, June 2000.
15. "Investigating the Dynamics of Competitive Behavior," at Marketing Science Conference, UCLA, June 2000.
16. "Competitive Pricing Behavior in the US Auto Market: A Structural Analysis," presented at Columbia-NYU-Wharton-Yale Colloquium, May 2000.
17. "Investigating the Dynamics of Competitive Behavior," at INFORMS Conference, Philadelphia, November 1999.
18. "Structural Analysis of Competitive Behavior: New Empirical Industrial Organization Methods in Marketing", presented at the Conference on "Competition and Marketing" at the University of Mainz, Germany, June, 1999.
19. "Competitive Pricing Behavior in the US Auto Market: A Structural Analysis," presented at Marketing Science conference, Syracuse, May 1999.
20. "Do Trade-ins Aid Segmentation?" presented at the INFORMS Conference, Singapore, June 1995.
21. "Effects of Consumer Stockpiling on Competitive Price Promotions," presented at the INFORMS Conference, Los Angeles, April 1995.

Other Refereed Publications

"An Artificial Intelligence Approach to Precedence Network Generation in Assembly Line Balancing," *Computers in Industry*, 1992, 18(2), pp 177-191. (with R. Rajagopalan)

Research Interests

Competitive Marketing Strategy, New Product Diffusion, Internet Marketing, Entertainment Marketing, International Marketing, Empirical Industrial Organization Methods, Bayesian Estimation

Teaching Interests

Marketing Management, Marketing Research, Marketing Decision Models, Pricing, Channels, Internet Marketing, Data Analysis.

Courses

MBA

- *Customer (Core Course)*, at the School of Management, Yale University.
- *Innovator (Core Course)*, Co-taught at the School of Management, Yale University.
- *Marketing Management (Core Course)*, at the School of Management, Yale University.
- *Hypothesis Testing and Regression (Core Course)*, at the School of Management, Yale University.
- *Listening to the Customer*, at the School of Management, Yale University.
- *Strategic Market Measurement*, at the School of Management, Yale University.

Executive MBA

- *Marketing Management (Core Course)*, at the School of Management, Yale University.
- *Hypothesis Testing and Regression*, at the School of Management, Yale University

Undergraduate

- *Introduction to Marketing*, at the Stern School, New York University
- *Marketing Management* at the Johnson School, Cornell University to Non-MBA graduate students and undergraduate students
- *Marketing Research* at the School of Hotel Administration, Cornell University

PhD

- *Seminar in Marketing*, at the School of Management, Yale University

Doctoral Advising

Yale University

- Jackie Luan, Yale Marketing, Dissertation Advisor (*Placed at **Tuck School, Dartmouth College***; PhD 2007)
- Thomas Steenburgh, Yale Marketing, Member, Thesis Committee (*Placed at **Harvard University***; PhD 2003)
- Sachin Sancheti, Yale Marketing, Advisor.
- Sumon Datta, Yale Marketing, Advisor.
- Boudhayan Sen, Yale Marketing, Advisor.
- Doug Chung, Yale Marketing, Summer Project Advisor.

New York University

- Sergio Meza, NYU Marketing, Co-Chair, Thesis Committee (*Placed at **University of Toronto***; PhD 2004)
- Joseph Pancras, NYU Marketing, Co-Chair, Thesis Committee (*Placed at **University of Connecticut***, PhD 2005)
- Vandana Singhvi, NYU International Business, Member, Thesis Committee (PhD 1999).
- Zhengmei Zhao, NYU Marketing, Member, Thesis Committee (ABD)

Other

- Hai Che, Washington University, St. Louis, Member, Thesis Committee (*Placed at University of California, Berkeley*; PhD 2003)
- Raghuram Iyengar, Columbia GSB, External Member, Dissertation Committee (Placed at *Wharton School, University of Pennsylvania*, PhD 2005).
- M. Amjad Ahmed, University of Madras, (Member, Board of Examiners, PhD (Expected) 2006).

Service

- Director, China India Consumer Insights Program 2008-
- Lead Faculty, Customer Core Course, 2006
- Co-Faculty, Innovator Core Course, 2007
- Chair, Associate Professor Promotion Committee, 2006-07
- Member, Associate Professor Promotion Committee, 2006-07
- Academic Standards Committee 2001-2008
- Junior Faculty Recruiting Committee, 2003, 2005.
- Faculty Fellow, YCCI; Faculty Lead or Co-Lead on Center Projects.
- Co-Advisor (with Subrata Sen), SOM Student Satisfaction Survey Project, 2005
- SOM Outreach Project Advisor, 2002-2007

Professional Memberships

- Member, Institute for Operations Research and Management Science (INFORMS)
- Member, American Marketing Association
- Member, American Economic Association

Other Experience

Senior Systems Engineer, Wipro Systems Ltd., Bangalore, India (1991-92).