

R. VENKATESH¹

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Katz Graduate School of Business
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284 Highvue Circle
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EDUCATION

- 1990-94 Doctor of Philosophy
The University of Texas at Austin
Major: Marketing Minor: Economics/Econometrics, Statistics
- 1984-86 Post Graduate Diploma in Management (M.B.A.)
Indian Institute of Management, Ahmedabad, India
Concentration in Marketing, Management Information Systems
- 1979-84 Bachelor of Engineering (Honors)
The University of Madras, India
Concentration in Mechanical Engineering

ACADEMIC/INDUSTRY POSITIONS

- 2011- University of Pittsburgh, Katz Graduate School of Business
Professor of Business Administration (effective 9/1/2011)
- 2002-2011 University of Pittsburgh, Katz Graduate School of Business
Associate Professor of Business Administration (with tenure)
- 1996-2002 University of Pittsburgh, Katz Graduate School of Business
Assistant Professor of Business Administration
- 1994-96 Boston College, Carroll School of Management
Assistant Professor of Marketing
- 1990-94 The University of Texas at Austin
Teaching Assistant, Department of Marketing
- 1986-90 Motor Industries Company Limited, India (Subsidiary of Robert Bosch
GmbH, Germany). Executive positions in Marketing and Sales

RESEARCH INTERESTS

Pricing, Bundling, Co-branding, eCommerce, New Product Management, Sales Management

¹ CV Updated June 1, 2011

REFEREED PUBLICATIONS

- Ashutosh Prasad, R. Venkatesh, and Vijay Mahajan (2010), "Optimal Bundling of Technological Products under Network Externality," Management Science, 56 (12), 2224-2236.
- Subramaniam, Ramanathan and R. Venkatesh (2009), "Optimal Bundling Strategies in Multi-Object Auctions of Complements or Substitutes," Marketing Science, 28 (2), 264-273.
- Challagalla, Goutam, R. Venkatesh, and Ajay K. Kohli (2009), "Proactive Post-Sales Service: When and Why Does It Pay Off?," Journal of Marketing, 73 (2), 70-87. **Recipient of the 2010 AMA Service SIG Best Services Paper Award.**
- Wang, Tuo, R. Venkatesh, and Rabikar Chatterjee (2007), "Reservation Price as a Range: An Incentive Compatible Measurement Approach," Journal of Marketing Research, 44 (May), 200-213.
- Venkatesh, R., Pradeep Chintagunta, and Vijay Mahajan (2006), "Research Note—Sole Entrant, Co-opter or Supplier: Optimal End Product Strategies for Manufacturers of Proprietary Component Brands," Management Science, 52 (4), 613-622.
- Venkatesh, R. and Rabikar Chatterjee (2006), "Bundling, Unbundling and Pricing of Multiform Products: The Case of Magazine Content," Journal of Interactive Marketing, 20 (2), 21-40. **Recipient of the 2006 Best Paper Award.**
- Venkatesh, R. and Wagner Kamakura (2003), "Optimal Bundling and Pricing Under a Monopoly: Contrasting Complements and Substitutes from Independently Valued Products," Journal of Business, 76 (April), 211-231. **Lead article.**
- Venkatesh, R., Goutam Challagalla, and Ajay K. Kohli (2001), "Heterogeneity in Sales Districts: Beyond Individual-Level Predictors of Satisfaction and Performance," Journal of the Academy of Marketing Science, 29 (3), 238-254.
- Mahajan, Vijay and R. Venkatesh (2000), "Marketing Modeling for e-Business," International Journal of Research in Marketing, 17(2-3), 215-225.
- Venkatesh, R., Vijay Mahajan, and Eitan Muller (2000), "Dynamic Co-Marketing Alliances: When and Why Do They Succeed or Fail?" International Journal of Research in Marketing, 17 (1), 3-31. **Lead article.**
- Venkatesh, R. and Vijay Mahajan (1997), "Products with Branded Components: An Approach for Premium Pricing and Partner Selection," Marketing Science, 16 (2), 146-165.
- Venkatesh, R., Ajay K. Kohli, and Gerald Zaltman (1995), "Influence Strategies in Buying Centers," Journal of Marketing, 59 (October), 71-82.

Venkatesh, R. and Vijay Mahajan (1993), "A Probabilistic Approach to Pricing a Bundle of Products or Services," Journal of Marketing Research, 30 (November), 494-508.

CHAPTERS IN RESEARCH HANDBOOKS/ENCYCLOPEDIA

Venkatesh, R. (2010), "Pricing Strategy," forthcoming in Wiley International Encyclopedia of Marketing, Roger Kerin and Robert A. Peterson, eds. West Sussex, UK: John Wiley and Sons, Ltd.

Venkatesh, R. and Vijay Mahajan (2009), "Design and Pricing of Product Bundles: A Review of Normative Guidelines and Practical Approaches," pp. 232-257, Handbook of Pricing Research in Marketing, Vithala R. Rao (editor). Northampton, MA: Edward Elgar Publishing Company.

MANUSCRIPTS UNDER REVIEW/REVISION

Newmeyer, Casey E., R. Venkatesh, and Rabikar Chatterjee (2011), "Co-branding Arrangements and Partner Selection: Conceptual Framework and Managerial Guidelines," under fourth review, Journal of Marketing.

WORKING PAPERS/WORK IN PROGRESS

"ICEPORT: An Incentive Compatible Approach for Measuring Reservation Prices for Product Portfolios," with Rabikar Chatterjee. Target: Journal of Marketing Research. Presented at conferences.

"The Marketing of Green Products: An Empirical Investigation of Consumers' Preferences for Hybrid Cars," with Didem Kurt and Robert Gilbert. Target: Journal of Marketing. Presented at conferences.

"Apples vs. Oranges: Patterns of Asymmetric Competition and Strategic Implications," with Rabikar Chatterjee. Target: Marketing Science.

"Helping Customers Before They Ask: A Proactive Approach to Post-Sales Service," with Goutam Challagalla and Ajay K. Kohli. Target: Harvard Business Review.

"Designing Affinity Programs: Best Partners, Prices and Reward Levels," with Wagner Kamakura and Vanitha Swaminathan. Target: Marketing Science. Presented at conferences.

"Managing Innovation Diffusion in the Digital Economy: A Model and Propositions," with Vijay Mahajan. Target: Journal of Marketing. Presented at conferences.

"Co-Promotion and Tie-in Sales of Movies and DVDs: Contrasting the Strategies for USA and China," with Vijay Mahajan and Tuo Wang. Target: Journal of Marketing Research.

PRESENTATIONS

- 2009 “Marketing of Green Products: A Study of Consumer Preferences for Hybrid Cars,” presented at the INFORMS Marketing Science Conference at Ann Arbor, Michigan.
- 2009 “Reservation Prices for Bundles Under Uncertainty: Conceptualization, Measurement and Empirical Results,” presented at the INFORMS Marketing Science Conference at Ann Arbor, Michigan.
- 2008 “Cobranding: A Normative View of Its Types, Mechanisms and Effectiveness,” presented at the INFORMS Marketing Science Conference at Vancouver, Canada.
- 2006 “Products with Network Effects: The Relevance of Bundling and Unbundling,” presented at the INFORMS Annual Conference at Pittsburgh, PA.
- 2005 “Multi-Object Auctions of Complements or Substitutes: The Optimality and Implications of Bundling versus Sequencing,” presented at the INFORMS Marketing Science Conference at Atlanta, Georgia.
- 2004 “Exchange Rates in Affinity Programs: A Model and an Empirical Test,” presented at the INFORMS Marketing Science Conference at Rotterdam, Holland
- 2003 “Managing Innovation Diffusion in the Digital Economy: A Conceptual Model and Propositions,” presented at the INFORMS Marketing Science Conference, College Park, Maryland.
- “Reservation Price as a Range: An Incentive Compatible Measurement Approach,” presented at the Indian School of Business, Hyderabad, India.
- 2002 “Diffusion Research in the Digital Economy,” presented at the AMA Winter Educators’ Conference, Austin, Texas.
- 2001 “Products with Network Externality: Optimality of Unbundling” presented at the INFORMS Marketing Science Conference, Wiesbaden, Germany.
- 2001 “Sole Entrant, Co-opeter or Supplier: Optimal End Product Roles for Dominant Ingredient Brands” presented at the Marketing Science Institute Special Conference on Competitive Responsiveness, Boston, MA and at the Indian Institute of Management, Bangalore.
- 2000 “Electronic Publishing of Print Magazines: Optimal Form and Pricing,” presented at Carnegie Mellon University’s Graduate School of Industrial Administration. An earlier version of this paper was presented at the INFORMS Marketing Science Conference, Fontainebleau, France.

- 1999 “Products with Branded Components: The Impact of Competition,” presented at the INFORMS Marketing Science Conference, Syracuse, NY.
- 1998 “Bundling Substitutors or Complementors: Optimal Combinations, Prices and Profits,” presented at the INFORMS Marketing Science Conference, Fontainebleau, France. An expanded version of the paper was presented at the 1999 Sheth Summer Symposium organized by the Katz Graduate School of Business.
- 1996 “Products with Branded Components: An Approach for Premium Pricing and Partner Selection,” presented at the 1996 AMA Summer Educators’ Conference, San Diego, CA. A different version of this paper was presented at the Marketing Science Institute Special Conference on “Behavioral Perspectives in Pricing” at Boston, MA.
- 1994 “Celebrity Alliances: When and Why Do They Succeed or Fail?” presented at the CSOM Works-in-Progress Seminar at Boston College.
- 1994 “Assessing the Impact of a Strategic Alliance between Branded Components on Prices and Diffusion of Durables,” presented at the INFORMS Marketing Science Conference, Tucson, Arizona.
- 1994 “An Approach for Premium Pricing of Products and Services with Branded Components,” presented at the INFORMS Marketing Science Conference, Tucson, Arizona. An earlier version was presented at the special session on “Recent Developments in Research on Bundle Pricing” at the 1993 AMA Summer Educators’ Conference, Boston.
- 1993 “A Probabilistic Approach to Pricing a Bundle of Products or Services,” presented at the INFORMS Marketing Science Conference, St. Louis. An earlier version of this paper was presented at the University of Houston Doctoral Symposium (April 1992).

ARTICLES IN THE POPULAR PRESS

The following articles are co-authored with Robert Gilbert and have appeared in Pittsburgh Tech.Biz, the technology supplement to the Pittsburgh Business Times.

“Bringing Flyers Back on Board,” December 28, 2001, p. 15.

“Dear Failed Dot-Coms: Hibernate Till Judgment Day,” June 22, 2001, p. 15.

“Pricing in Reverse Gear,” March 23, 2001, p. 15.

“Marketing e-Myopia?” January 26, 2001, p. 22.

“Internet Allows Both Coverage and Control,” October 27, 2000, p. 18.

“Getting to the Heart of Modern e-Tailing,” September 29, 2000, p. 18.

“e-Commerce’s Conundrum: Mixing Bricks and Clicks,” June 23, 2000.

TEACHING INTERESTS AND EXPERIENCE

Interests

Pricing Strategy; Marketing Management; Internet Marketing; Marketing Research; Marketing Modeling & Analysis

Experience

University of Pittsburgh

- 1996- *Marketing Models*—seminar for PhD students
- Marketing Management*—core course for full-time, part-time and custom MBA programs
- Pricing Strategies and Tactics*—elective course for full- and part-time MBA students
- Marketing Research*—required course for undergrad Marketing majors

Boston College

- 1994-96 *Marketing Operations Management*—core course for part-time MBAs
- Applied Marketing Management*—capstone course for undergrad Marketing majors
- Marketing Research*—required course for undergrad Marketing majors

ACADEMIC HONORS AND AWARDS

- 2010 Winner of the AMA Servsig's Best Services Paper Award
- 2007 Winner of the Journal of Interactive Marketing's best paper award
- 2003 University of Pittsburgh Katz School's Excellence in Teaching Award "in recognition of outstanding teaching" in the MBA program
- 2001 Pitt Institute for Industrial Competitiveness Research Grant
- 1995 Boston College Competitive Research Expense Grant
- 1993 American Marketing Association Doctoral Consortium Fellow
- 1993 Abell Hanger Endowed Presidential Scholarship Award
- 1993 Eugene and Dora Bonham Dissertation Research Grant
- 1991-92 & The University of Texas university-wide Continuing Fellowship
1993-94 Award
- 1992 Ph.D. Comprehensive Examinations (Quantitative Methods Area):
Pass with distinction

- 1984 Graduate Aptitude Test in Engineering: 99.67 percentile in Mechanical Engineering; All India tenth position
- 1979-86 Indian Government's National Merit Scholarship for Bachelors and Masters education

SERVICE ACTIVITY

External

Member of the Editorial Review Board, Journal of Marketing

Ad hoc reviewer for the European Journal of Operational Research, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Business, Journal of Marketing Research, Management Science, Marketing Letters, and Marketing Science

Co-Chair, 2006 INFORMS Marketing Science Conference, hosted by the University of Pittsburgh

Ad hoc reviewer for the Proceedings of the AMA Winter Educators' Conferences in 1998 (Winter) and 1997 (Summer)

Session Chair, 1997, 1999, 2003, 2004, 2005, 2008 INFORMS Marketing Science Conferences

Internal

Area Director, Marketing and Business Economics Area
(previously Coordinator, Marketing Interest Group)

Experience-Based Learning (EBL) Officer

Faculty Co-Adviser, CBA Marketing Club (AMA – Pitt Chapter)

Chaired EBL Task Force; Have served or serving as member of the Katz School's IBC Committee, Berg Center Committee, Masters Policy Committee and Undergraduate Curriculum Review Committee, and IT task force

Co-Chair, Dissertation Committee of Tuo Wang (Assoc. Prof. with tenure, effective 9/1/2010, Kent St. U.)

Member, Dissertation Committees of Mike McCarthy (now Assoc. Prof. of Marketing, Miami U.), Robert Gilbert (now Assoc. Prof., U. of Pittsburgh), Jonathan Lee (now Assoc. Prof., Indiana U. at Indianapolis), Alex Lopes (now Asst. Prof., U. of Cincinnati), Rahul Govind (now Asst. Prof., U. Mississippi), Rama Subramaniam (now Asst. Prof., U. Kansas), and Mihai Birciu (now Asst. Prof., Bucknell U.), Casey E. Newmeyer (doctoral candidate) and Wei Chang (doctoral candidate).

Member, Marketing Interest Group's Faculty Recruiting Committee

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

The Institute for Operations Research and the Management Sciences (INFORMS)