

R. VENKATESH¹

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University of Pittsburgh
Katz Graduate School of Business
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Home

284 Highvue Circle
Wexford, PA 15090
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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
- 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 April 30, 2014

JOURNAL ARTICLES

- Newmeyer, Casey E., R. Venkatesh, and Rabikar Chatterjee (2014), "Cobranding Arrangements and Partner Selection: A Conceptual Framework and Managerial Guidelines," *Journal of the Academy of Marketing Science*, 42 (2), 103-118. **Lead article.**
- Mahajan, Vijay and R. Venkatesh (2014), "Tasting the Tea after a 15-year Brew: Editorial Reflections on the 1995-1997 Years," *Journal of Marketing Research*, 51 (February), 120-126.
- Prasad, Ashutosh, 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. (2011), "Pricing Strategy," *Wiley International Encyclopedia of Marketing*, pp. 184-193, 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

Prasad, Ashutosh, R. Venkatesh, and Vijay Mahajan (2014), "Product Bundling or Reserved Product Pricing? Price Discrimination with Myopic and Strategic Consumers," under third review at the *International Journal of Research in Marketing*.

Prasad, Ashutosh, R. Venkatesh, and Vijay Mahajan (2014), "Bundling, Inter-Temporal Pricing or Both? The Optimality of Alternative Forms of Price Discrimination," under revision for resubmission to *Marketing Science*.

Kurt, Didem, R. Venkatesh, and Robert Gilbert (2014), "Role of Future Orientation and Product Usage Characteristics in Green Product Adoption: A Study of Hybrid and Conventional Car Owners," under first review at the *Journal of Marketing Research*.

WORKING PAPERS/WORK IN PROGRESS

"Group Buying: Boon, Bane or Both? A Normative Study of Alternative Mechanisms," with Jerry Xia and Rabikar Chatterjee. Target: *Marketing Science*. Presented at the 2012 INFORMS Marketing Science Conference.

- “An Incentive Compatible Approach for Measuring Reservation Prices for Product Portfolios,” with Rabikar Chatterjee and Casey E. Newmeyer. Target: *Journal of Marketing Research*. Presented at conferences.
- “Product Bundling: Review, Synthesis and a Future Research Agenda,” with Ashutosh Prasad and Vijay Mahajan. Target: *Journal of Marketing*.
- “Managing the Cobranding Decision: Why One Size Does Not Fit All,” with Casey Newmeyer and Rabikar Chatterjee. Target: *Sloan Management Review*.
- “Helping Customers Before They Ask: A Proactive Approach to Post-Sales Service,” with Goutam Challagalla and Ajay K. Kohli. Target: *Harvard Business Review*. Presented at conferences.
- “Designing Affinity Programs: Best Partners, Prices and Reward Levels,” with Wagner Kamakura and Vanitha Swaminathan. Target: *Marketing Science*. Presented at conferences.

PRESENTATIONS

- 2013 “Bundling, Inter-Temporal Pricing, or Both? A Study of Hybrid Forms of Price Discrimination,” presented at the INFORMS Marketing Science Conference at Istanbul, Turkey.
- 2012 “Mixed Bundling vs. Reserved Product Pricing: Price Discrimination with Myopic and Strategic Consumers,” presented at the INFORMS Marketing Science Conference at Boston, Massachusetts.
- 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.
- 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-opter 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 EMBA and full-time, part-time and custom MBA programs

Product Development and Management—elective course for full- and part-time MBA students

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

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| 2012 | U. Pittsburgh Katz School’s Distinguished Professor of the Year Award in recognition of outstanding teaching in the EMBA São Paulo program |
| 2010 | Winner of the AMA Servsig’s Best Services Paper Award |
| 2007 | Winner of the <i>Journal of Interactive Marketing</i> ’s best paper award |
| 2003 | U. 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 & 1993-94 | The University of Texas university-wide Continuing Fellowship 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 Marketing Research*, *Journal of Retailing*, *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, 2012 INFORMS Marketing Science Conferences

Internal

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

Experience-Based Learning (EBL) Officer

Faculty Co-Advisor, 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., California State U. at Long Beach), Alex Lopes (now Asst. Prof., U. of Cincinnati), Rahul Govind (now Senior Lecturer, U. New South Wales), Rama Subramaniam (now Asst. Prof., U. Kansas), and Mihai Birciu (now Asst. Prof., Bucknell U.), Casey E. Newmeyer (now Asst. Prof., Case Western Reserve U.), Wei Chang, Wei Chen (doctoral candidate) and Felipe Thomaz (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)