

## **Rakesh Niraj**

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**Date: January 18<sup>th</sup>, 2008**

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### **Academic Position:**

Assistant Professor of Marketing  
USC-Marshall School of Business - since 2001

### **Education**

Ph.D. in Marketing, 2001  
Washington University in St. Louis, MO, USA.

M.S.B.A. in Marketing, 1998  
Washington University in St. Louis, MO, USA

M.B.A. with Finance and Marketing Concentration, 1991  
Indian Institute of Management, Bangalore, India.

B.A.(Honours) in Economics, 1989  
University of Delhi, New Delhi, India.

### **Managerial Work Experience**

Larsen & Toubro Ltd., India. 1991-1995  
*Management Trainee:* Corporate Planning and Development  
*Executive:* Large Project Development and Marketing Support

### **Academic Professional Activities**

*Current Editorial Board Membership: the Journal of Marketing*

Ad-hoc reviewer for Marketing Science, Management Science, Journal of Retailing,  
Decision Sciences Journal, Journal of International Business Studies, AMA  
Summer/Winter Educator Conferences, AMA John Howard Dissertation Competition

### **Honors and Awards**

AMA-Sheth Doctoral Consortium Fellow, University of South California, 1999  
Doctoral Fellowship, Washington University, 1995-2001  
83<sup>rd</sup> Indian Economic Association Gold Medal, Indian Institute of Management, 1991  
Institute Fellowship, Indian Institute of Management, 1989-1991  
National Talent Search Scholarship, Government of India, 1983-1989

**Research Interests**

Distribution Channels, Consumer Choice Models, Business to Business Marketing, Customer Satisfaction and Customer Relationship Management, Retailing

**Teaching Interests**

Marketing Management, Marketing Research, Marketing Models, Marketing Strategy, Retailing, Demand Forecasting

**Current and Recent Teaching**

Marketing Research – Undergraduate and MBA

Marketing Management - Undergraduate

Marketing Models – Ph.D.

(Recent Teaching evaluations for undergraduate and MBA Marketing Research class: 4.2 to 4.3 during 2006-07)

**Refereed Journal Publication**

"Customer Profitability in a Supply Chain", *Journal of Marketing*, July 2001 (pg. 1-16) with Mahendra Gupta and Chakravarthi Narasimhan. Winner of MSI/ Paul Root best paper award for most significant contribution to the advancement of marketing practice.

"Information and Inventory in Distribution Channels" *Management Science*, October 2007 (Pg. 1551-1561) with Ganesh Iyer and Chakravarthi Narasimhan.

"A Multi-Category Household-Level Model of Incidence & Quantity" with V. Padmanabhan and P.B. Seetharaman. *Marketing Science* (March/April 2008, scheduled)

"Understanding Customer Level Profitability Implications of Satisfaction Programs" with George Foster, Mahendra Gupta and Chakravarthi Narasimhan. Forthcoming at the *Journal of Business and Industrial Marketing* (2008)

**Other Publications**

"Customer Profitability in a Supply Chain", with Mahendra Gupta and Chakravarthi Narasimhan. Published by *Marketing Science Institute* as Report No. 99-125 in its Working Paper Series (1999).

"Understanding Customer Level Profitability Implications of Satisfaction Programs" with George Foster, Mahendra Gupta and Chakravarthi Narasimhan. Included in the Working Paper collection of the Teradata Center for Customer Relationship Management at Duke University. (August 2003)

## **Research in Progress**

"Vanishing Profits? The Consequences of Using Store Loyalty Data for Target Marketing Programs for a Grocery Retailer," with S. Siddarth. Under review at *the Journal of Marketing Research*

"Does Quality Win? Network Effects Versus Quality in High-Tech Markets," with Gerard Tellis and Eden Yin. Under review after a Revise and Resubmit at the *Journal of Marketing Research*

"Context-General and Context-Specific Determinants of Online Satisfaction and Loyalty for Commerce and Content Sites" with Anand Jaiswal and P. Venugopal. Under review at the *Journal of Interactive Marketing*

"Nonlinear Effects in Relationships between Satisfaction, Attitudinal Loyalty, Purchase Loyalty and Behavioral Intentions" with Anand Jaiswal. Under second round review at the *Journal of Business Research*

"Using Customer Relationship Trajectories to Segment Customers and Predict Profitability," with Tanya Mark and Niraj Dawar. Under revision for submission to the *Journal of Retailing*

"The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: Evidence from High-Tech Durable Goods Market," with Ramkumar Janakiraman – Target: *Marketing Science*

"Understanding the Links from Activities to Profits: The Service Profit Chain for an Indian Online Retailer" with Anand Jaiswal and Piyush Sinha – Target: *Journal of Marketing*

"Comparing Measures of Satisfaction and Loyalty for Home Buyers" with Ken Merchant and Melissa Martin – Target: *Journal of Marketing*

## **Conference Presentations**

"The Strategic Effects of Postponement" with Ganesh Iyer and Chakravarthi Narasimhan *INFORMS Marketing Science Conference*, Syracuse University, Syracuse, 1999.

"Customer Profitability in a Supply Chain," with Mahendra Gupta and Chakravarthi Narasimhan *Management Accounting Research Conference, American Accounting Association*, Mesa, Arizona, January 2000

"A Multi-Category Household-Level Model of Incidence & Quantity," with V. Padmanabhan and P.B. Seetharaman, *INFORMS Marketing Science Conference*, University of California, Los Angeles, 2000.

"Biased Inferences in Demand Estimation in the Presence of Limited Information," with S. Siddarth, *INFORMS Marketing Science Conference*, University of Alberta, Edmonton, Canada, 2002.

"Lean Retailing and Channel Relationships," with Ganesh Iyer and Chakravarthi Narasimhan, *INFORMS Marketing Science Conference*, University of Alberta, Edmonton, Canada, 2002.

" Understanding Customer Level Profitability Implications of Satisfaction Programs, " with George Foster, Mahendra Gupta and Chakravarthi Narasimhan, *INFORMS Marketing Science Conference*, University of Maryland, Washington D.C., 2003.

"Using Store Loyalty Data for Target marketing: Impact of Limited Purchase Information," with S. Siddarth, *INFORMS Marketing Science Conference*, Erasmus University, Rotterdam, The Netherlands, 2004.

"Vanishing Profits: The Consequences of Using Store Loyalty Data for Target Marketing Programs for a Grocery Retailer," with S. Siddarth, presented at *Hawaii International Conference on Business*, Waikiki, Hawaii, May 2005.

"Customer Profitability: A Function of the Pattern of Transactions that Characterize Relationships?" with Tanya Mark, Kersi Antia and Niraj Davar, *INFORMS Marketing Science Conference*, Emory University, Atlanta, Georgia, June 2005.

"Vanishing Profits: The Consequences of Using Store Loyalty Data for Target Marketing Programs for a Grocery Retailer," with S. Siddarth, *Supermarket Retailing Conference*, School of Management, University at Buffalo, August 2005.

" Understanding Customer Level Profitability Implications of Satisfaction Programs, " with George Foster, Mahendra Gupta and Chakravarthi Narasimhan, *International Conference on Return on Marketing Investments*, Indian Institute of Management, Ahmedabad, India, January 2006.

"Vanishing Profits: The Consequences of Using Store Loyalty Data for Target Marketing Programs for a Grocery Retailer," with S. Siddarth, *International Conference on Return on Marketing Investments*, Indian Institute of Management, Ahmedabad, India, January 2006.

"Investigating the Temporal Nature of Network Effects in High-Tech Markets," with Gerard Tellis and Eden Yin, *INFORMS Marketing Science Conference*, University of Pittsburgh, Pittsburgh, PA, June 2006.

"Network Effects, Quality and the Success of New High-tech Products," with Gerard Tellis and Eden Yin, *PDMA Annual Conference*, Atlanta, GA, October 2006.

“Contagion Effects in Brand Choice, Channel Choice and the Retailer Choice Decisions of Computer Buyers,” with Ramkumar Janakiraman, *INFORMS Marketing Science Conference*, Singapore Management University, Singapore, June 2007.

“Context-General and Context-Specific Determinants of Online Satisfaction and Loyalty for Commerce and Content Sites,” with Anand Jaiswal and P. Venugopal, *INFORMS Marketing Science Conference*, Singapore Management University, Singapore, June 2007.

### **Other Invited Presentations**

“Strategic Information Sharing in Distribution Channels”, invited talks at *University of Southern California, University of Washington, Purdue University, University of Western Ontario, University of Minnesota and McGill University*, October-November 2000.

"Vanishing Profits: The Consequences of Using Store Loyalty Data for Target Marketing Programs for a Grocery Retailer" Marketing Department colloquium at *University of California, Irvine*, May 2005.

“Vanishing Profits: The Consequences of Using Store Loyalty Data for Target Marketing Programs for a Grocery Retailer”, invited Talk at *University of Virginia Darden School* (October 2005) and *Texas Christian University* (February 2007).

"Information versus Inventory in Distribution Channels" Marketing Department colloquium at *Indian Institute of Management, Ahmedabad, India*, January 2006.

### **Doctoral Committee Memberships**

Shaoming Qu (currently with American Express)

Prokriti Mukherji (currently at University of Minnesota)

Srabana Dasgupta (currently at University of British Columbia)

Ram Janakiraman (currently at Texas A&M University)

Yongchuan Bao (currently at California State University – Fullerton)

Kawon Cho (from Economics Department, currently at Science and Technology Policy Institute, Seoul, South Korea)

### **Professional Affiliations**

American Marketing Association, INFORMS, PDMA

## References

1. Dr. Chakravarthi Narasimhan  
Philip L. Siteman Professor of Marketing  
Olin School of Business  
Campus Box. 1133  
Washington University in St. Louis  
St. Louis, MO 63130  
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2. Dr. Gerard Tellis  
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