

## DR. DEEPA CHANDRASEKARAN

Associate Professor of Marketing  
 Department Chair, Department of Marketing  
 Department of Marketing, Carlos Alvarez College of Business

Email: [deepa.chandrasekaran@utsa.edu](mailto:deepa.chandrasekaran@utsa.edu)

<https://scholar.google.com/citations?user=0SjUVCIAAAAJ&hl=en&oi=ao>

### ACADEMIC QUALIFICATIONS & EXPERIENCE

#### Professional Experience

Department Chair, Department of Marketing, University of Texas at San Antonio (August 2023-)

Associate Professor, Department of Marketing, University of Texas at San Antonio (2019-Present)

Carlos Alvarez Faculty Fellow, Carlos Alvarez College of Business, University of Texas at San Antonio (2021-2022)

Assistant Professor, Department of Marketing, University of Texas at San Antonio (2014-2019)

Visiting Assistant Professor, Department of Marketing, McCombs School of Business, University of Texas at Austin (2013-2014)

Assistant Professor of Marketing, College of Business and Economics, Lehigh University, (2007-2012)

#### Educational Background

Doctor of Philosophy, Business Administration/Marketing, University of Southern California

Master of Business Administration, Marketing, Indian Institute of Management Bangalore

Master of Arts, Economics, Stella Maris College, University of Madras, India

Bachelor of Arts, Economics, Stella Maris College, University of Madras, India

#### Professional Development Courses

MIT Data Science And Machine Learning: Making Data Driven Decisions, Three-month online program, completed April 2023

### RESEARCH

#### Research Interests

Innovation, Crowdsourcing, Digital platforms, Product design, New product development, New product diffusion, Consumer innovativeness, Marketing strategy, International marketing, Emerging markets, Inclusive design

#### Refereed Journal Publications

1. Chandrasekaran, D., Tellis, G. J., & James, G. M. (2022), "Leapfrogging, Cannibalization, and Survival during Disruptive Technological Change: The Critical Role of Rate of Disengagement", *Journal of Marketing*, 86(1), 149-166 (AJG Level 4\*, Marketing Elite)
2. Allen, B., Chandrasekaran, D. and Gretz, R. (2021), "How Can Platforms Decrease Their Dependence on Traditional Indirect Network Effects? Innovating Using Platform

- Envelopment", *Journal of Product Innovation Management*, 38(5),497-522 (AJG Level 4) -- Finalist, 2022 Thomas P. Hustad JPIM Best Overall Paper Award\*
3. Raghunathan, R., & Chandrasekaran, D. (2021), "The Association between the Attitude of Food-Waste-Aversion and BMI: An Exploration in India and the US", *Journal of Consumer Psychology*, 31(1), 81-90 (AJG Level 4\*)
  4. Raghunathan, R., Yang, Z., & Chandrasekaran, D. (2020), "How Parental Love Received in Childhood Affects Consumers' Future Financial Discipline," *Journal of the Association for Consumer Research (JACR)*, 5(3), 248-258
  5. Allen, B.J., Chandrasekaran, D. and Basuroy, S. (2018), "Design Crowdsourcing: The Impact on New Product Performance of Sourcing Design Solutions from the "Crowd"", *Journal of Marketing*, 82(2), 106-123 (AJG Level 4\*, Marketing Elite) – Finalist, 2019 Marketing Science Institute/H. Paul Root Award finalist\*\*
  6. Chandrasekaran, D., Srinivasan R. and Sihi, D. (2018), "Effects of Offline Ad Content on Online Brand Search: Insights from Super Bowl Advertising", *Journal of the Academy of Marketing Science*, 46(3), 403-430 (AJG Level 4\*)
  7. Rubera, G., Chandrasekaran, D. and Ordanini, A. (2016), "Open Innovation, Product Portfolio Innovativeness and Firm Performance: The Dual Role of New Product Development Capabilities", *Journal of the Academy of Marketing Science*, 44(2), 166–184 (AJG Level 4\*)
  8. Chandrasekaran, D., Arts, J., Tellis G. J. and Frambach, R.T. (2013), "Pricing in the International Takeoff of New Products", *International Journal of Research in Marketing*, 30(3), 249–264 (AJG Level 4)
  9. Chandrasekaran, D. and Tellis, G. J. (2011), "Getting a Grip on the Saddle: Chasms or Cycles?" *Journal of Marketing*, 75(4), 21-34 (AJG Level 4\*, Marketing Elite)
  10. Tellis, G. J. and Chandrasekaran, D. (2010). "Extent and Impact of Response Biases in Cross-National Survey Research", *International Journal of Research in Marketing*, 27(4), 329-341 (AJG Level 4)
  11. Chandrasekaran, D. and Tellis, G. J. (2008), "Global Takeoff of New Products: Culture, Wealth or Vanishing Differences", *Marketing Science*, 27(5), 844-860 (AJG Level 4\*, Marketing Elite)—Winner, American Marketing Association Global Marketing SIG's 2010 Excellence in Global Marketing Research Award
  12. Chandrasekaran, D. and Tellis, G. J. (2007), "A Critical Review of Marketing Research on Diffusion of New Products", *Review of Marketing Research*, vol. 3, 39-80

### Book Chapters

13. Chandrasekaran, D., Rossetti, F. and Srinivasan, R. (forthcoming) "Customer service opportunities & challenges in a post-pandemic world", *Customer-Centric Support Services: The Next Frontier for Competitive Advantage in the Digital Era*, eds. Jain, V., Sheth, J. Palgrave McMillan, UK \*\*
14. Chandrasekaran, D. and Tellis, G. J. (2018), "A Summary and Review of New Product Diffusion Models and Key Findings." in *Handbook of New Product Development Research* Golder, P. and Mitra, D. (Eds.), Edward Elgar
15. Saraf, N., Seary, A., Chandrasekaran, D. and Monge, P. (2013), "The Evolution of an Open Source Community Network: An Exploratory Study", *ITACS Advances in Network Analysis and it's Applications* (pp. 349-379), Springer Berlin Heidelberg
16. Chandrasekaran, D. and Tellis, G. J. (2012), "Diffusion and Strategy", *Marketing Strategy Handbook*, eds. Shankar, V. and Carpenter, G., Edward Elgar Publishing
17. Chandrasekaran, D. and Tellis, G. J. (2009), "Diffusion of Innovations", Wiley International

- Encyclopedia of Marketing, Product Innovation & Management volume, John Wiley & Sons, Ltd.
18. Chandrasekaran, D. and Tellis, G. J. (2009), “Global Takeoff”, *Empirical Generalizations about Marketing Impact*, Edited by Hanssens, D. Relevant Knowledge Series, Marketing Science Institute, Cambridge, Massachusetts
  19. Chandrasekaran, D. and Tellis, G. J. (2009), “Global Diffusion”, *Empirical Generalizations about Marketing Impact*, Edited by Hanssens, D. Relevant Knowledge Series, Marketing Science Institute, Cambridge, Massachusetts
  20. Chandrasekaran, D. and Tellis, G. J. (2007), “Global Takeoff of New Products: Culture’s Consequences, Wealth of Nations, or Vanishing Differences?”, MSI Report No. 07-121, Issue Four

## Research Awards and Recognitions

### *University Research Awards*

2022- Nominee, UTSA President’s Distinguished Achievement Award (PDAA) – Research – Tenured/Tenure-track category

### *College of Business Research Awards*

2022 - Carlos Alvarez College of Business *Col. Jean Piccione and Lt. Col. Philip Piccione Endowed Research Award* (For tenured faculty)

2019- College of Business Dean’s Faculty Research Excellence Award for Tenure Track Faculty

### *Other Research/Academic Recognitions*

Wiley top cited article 2021-2022 recognition, Journal of Consumer Psychology, for the article “The Association Between the Attitude of Food-Waste-Aversion and BMI: An Exploration in India and the United States”, *Among work published in an issue between 1 January 2021 – 15 December 2022*.

2022- *Honor Roll of Responsible Research in Business and Management – for* Raghunathan, R., & Chandrasekaran, D. (2021), “The Association between the Attitude of Food-Waste-Aversion and BMI: An Exploration in India and the US”, *Journal of Consumer Psychology*, 31(1), 81-90 (AJG Level 4\*)

2022- Finalist, Thomas P. Hustad JPIM Best Overall Paper Award – this recognizes outstanding contributions made to innovation management theory with important managerial implications. The award recognizes the overall best paper published in a given year in JPIM

2022- College nominee and university participant, NCFDD Faculty Success Program

2021- College of Business Dean’s Distinguished Research Award for Summer 2021

2019- Academy of International Business South-East (AIB-SE) Conference Award for Best Theme Paper

2019- Marketing Science Institute/H. Paul Root Award finalist (award given to paper published in the *Journal of Marketing* that has made a significant contribution to the advancement of the practice of marketing in a calendar year)

2019-- College of Business Dean’s Distinguished Research Award for Summer 2019

2018 - College of Business Dean’s Distinguished Research Award for Summer 2018

2018 – Mizzou Marketing Strategy Consortium Faculty Counselor

2012-2013 - Alison and Norman H. Axelrod '74 Endowed Summer Research Fellowship, Lehigh University (Competitive award for outstanding achievement)

2011- Thomas J. Campbell' 80 Professorship, Lehigh University (Competitive award for outstanding achievement)

2010 - American Marketing Association Global Marketing SIG's 2010 Excellence in Global Marketing Research Award awarded for the 2008 Marketing Science article, "The Global Takeoff of New Products: Culture, Wealth or Vanishing Differences" (*This distinguished award recognizes the author(s) of an outstanding research article, published within the last 10 years, which has significantly influenced the direction of global marketing.*)

2006 - Runner Up, American Marketing Association Technology Group Dissertation Proposal Competition

2006 - American Marketing Association Sheth Foundation Doctoral Consortium Fellow, (Competitive selection)

2005 - Best Paper Award, Product Development and Management Association Research Forum, 2005

2005- Haring Symposium Fellow, Indiana University, 2005 (Competitive selection)

2002-2007 - Dean's Fellowship, Marshall School of Business, University of Southern California

1999 - Gold Medalist, Stella Maris College, Chennai, India (Masters Program in Economics)

1997 - Silver Medalist, Stella Maris College, Chennai, India (Bachelors Program in Economics)

### **Recent Presentations of Research at National and International Conferences**

Nim, N. (Author), Chandrasekaran, D. (Author), Kim, Y. (Author & Presenter), Global Marketing SIG Special session: "Unlocking Financial Empowerment: Mobile Innovations for Marginalized Consumers in Emerging Markets," Summer Marketing Educators' Conference, San Francisco, August 2023

Srinivasan, R.(Author & Presenter), Chandrasekaran, D. (Author) & Rossetti, F.(Author), "Move over R&D: Digital Customer Experience (DCX) as a Source of Consumer Value Creation in Digital Native Vertical Brands (DNVBs)," Journal of Marketing Virtual Symposium: New Paradigms for a New World, July 2023

Nim, N. (Author), Chandrasekaran, D. (Author), Kim, Y. (Author & Presenter), "Digital Financial Inclusion from Mobile Innovations: A Cross-Country Examination," ISMS Marketing Science Conference, University of Miami, Miami, June 2023

Chandrasekaran, D. (Author & Presenter), Patrick (Author), & Allen, B.J. (Author), "Inclusive Design Transformation," ISMS Diversity, Equity and Inclusion (DEI) Conference, Southern Methodist University, Dallas, March 2023

Nim, N. (Author & Presenter), Chandrasekaran, D. (Author), Kim, Y. (Author), "Digital Financial Inclusion," ISMS Diversity, Equity and Inclusion (DEI) Conference, Southern Methodist University, Dallas, March 2023

Chandrasekaran, D. (Author & Presenter), Raghunathan, R. (Author), & Nagpal, A. (Author), "Stay Connected, Stay Healthy: How Social Connectedness Buffers the Negative Impact of Emotional Eating on BMI", Winter AMA 2023 Global Marketing SIG special session, Nashville, TN, Feb 2023

Federica Rosetti (Author & Presenter), Chandrasekaran, D. (Author), & Srinivasan, R. (Author), "The Role Of Marketing In Fueling Entrepreneurial Success: Insights From U.S. Digital Native Vertical Brands", AMA RAPSIG Research Workshop, Winter AMA 2023, Nashville, TB Feb 2023

- Nagpal, A. (Author & Presenter), Chandrasekaran, D. (Author), & Raghunathan, R. "Impact of Emotional Eating on Health: A Cross-cultural study", SCP Boutique Conference, Singapore (July 2022).
- Rossetti, F. (Author & Presenter), Chandrasekaran, D. (Author), & Srinivasan, R., "Brands of the Future? How Marketing, Finance and Technology Impact the Growth of Digitally Native Brands," 2021 ISMS Marketing Science Conference, (June 2021)
- Kim, Y. (Author & Presenter), Chandrasekaran, D. (Author), Gretz, R. (Author), & Basuroy, S. (Author), The Impact of Post-Launch Continuous Product Development Activities on User Engagement in Digital Products: Evidence from The Mobile Application Industry, 2021 AIM (Artificial Intelligence in Management) Virtual Workshop and Conference, The University of Southern California, (May 2021).
- Kim, Y. (Author & Presenter), Chandrasekaran, D. (Author), Gretz, R. (Author), & Basuroy, S. (Author), "What Matters to Apps going Global? The Role of Continuous Product Improvement on the Digitized Product's Foreign Market Performance," Academy of International Business South-East (AIB-SE) Conference, San Antonio, (Oct 2019).
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), & James, G. M. (Author), "How New Technologies Disrupt Incumbents: Role of Leapfroggers, Switchers, & Innovators," 2019 Theory + Practice in Marketing Conference, Columbia University (May 2019).
- Allen, B.J. (Author & Presenter), Chandrasekaran, D. (Author) "Crowding the Cloud: A New, Digital, Crowd-Based New Product Development (NPD) Perspective", 2019 Theory + Practice in Marketing Conference, Columbia University (May 2019).
- Gretz, R. T. (Author & Presenter), Allen, B. J. (Author), Basuroy, S. (Author), & Chandrasekaran, D. (Author), "Dynamic Bundling Strategies in Platform and Two Sided Markets," ISMS Marketing Science Conference, INFORMS Society for Marketing Science, Philadelphia, PA. (June 15, 2018).
- Gupta, R. (Author & Presenter), Chandrasekaran, D. (Author), & Sen, S. (Author), "Let 'Em Eat Cake? The Influence of Psychological Distance on Consumer Attitudes towards Bottom-of-the-pyramid New Product Launches and Company Evaluations," Managing Business and Innovation in Emerging Markets, India. (April 26, 2018).
- Chandrasekaran, D. (Presenter), "New methods, new challenges in innovation research," Marketing Strategy Consortium, University of Missouri, Columbia, Missouri. (March 2018).
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), & James, G. M. (Author), "Leapfrogging, Switching, & Cannibalization: Technological Disruption Across Developed & Emerging Markets," Winter Marketing Educators Conference, American Marketing Association, New Orleans. (February 2018).
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), & James, G. M. (Author), "Leapfrogging in Technology Triplets," Marketing Science Conference, INFORMS, Los Angeles, CA. (June 2017).
- Chandrasekaran, D. (Author & Presenter), Gretz, R. T. (Author), & Allen, B. (Author), "The Moderating Role of Hardware Functionality on Indirect Network Effects of Software Products," Winter Marketing Educators Conference, American Marketing Association, Orlando. (February 2017).
- Chandrasekaran, D. (Author & Presenter), Allen, B. J. (Author), & Basuroy, S. (Author), "Performance Impact of Design Crowdsourcing," SMS Special Conference, Strategic Management Society, Rome. (June 2016).
- Allen, B. (Author), Chandrasekaran, D. (Author & Presenter), & Basuroy, S. (Author), "The

- Choice of Design Crowdsourcing and Its Market Impact," Winter Marketing Educators' Conference, Las Vegas. (February 2016).
- Allen, B. (Author & Presenter), Chandrasekaran, D. (Author), & Basuroy, S. (Author), "The Decision to Crowdfund Product Design and its Market Impact," PDMA Research Forum, Product Development and Management Association, Anaheim, CA. (November 2015).
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), & James, G. M. (Author), "Leapfrogging vs. Switching to New Technologies in Developed and Emerging Markets," Academy of International Business (AIB), Bengaluru, India. (June 19, 2015).
- Allen, B. (Author & Presenter), Basuroy, S. (Author), & Chandrasekaran, D. (Author), "To Crowdfund or Not to Crowdfund Product Design: The Choice of Design Crowdsourcing and its Market Impact," Marketing Science, INFORMS, Baltimore. (June 11, 2015).
- Chandrasekaran, D. (Author), Gupta, R. (Author & Presenter), & Sen, S. (Author), "Are Companies Being (Un)Fair to the Bottom-of-the-Pyramid Consumer," Emerging Markets, Evolving Perspectives Conference, Kolkata, India. (December 2014).
- Chandrasekaran, D. (Author & Presenter), Srinivasan, R. (Author), & Sihi, D. (Author), "Designing Television Advertising to Increase Online Search," INFORMS Marketing Science Conference, INFORMS, Atlanta. (June 2014).
- Chandrasekaran, D. (Author), & Gupta, R. (Author & Presenter), "Are Companies Being (Un)Fair to the Bottom-of-the-Pyramid Consumer," The Fifth Subsistence Marketplaces Conference 2014, University of Illinois, Champaign, Illinois. (June 14, 2014).
- Chandrasekaran, D. (Author), Tellis, G. J. (Author & Presenter), & James, G. M. (Author), "Technological Leapfrogging: How and Why Consumers Switch or Leapfrog to New Technologies across Developed and Emerging Nations," 1st American Marketing Association (AMA)- European Marketing Academy (EMAC) Invitational Symposium, Erasmus Center for Marketing and Innovations, Rotterdam. (May 27, 2014).
- Chandrasekaran, D. (Author & Presenter), Saraf, N. (Author), & Sivaramakrishnan, S. (Author), "The Importance of Knowledge Overlap in Open Innovation Communities," Winter Marketing Educators Conference, American Marketing Association, Orlando, FL. (February 22, 2014).

### **Invited Speaker - Talks, Seminars & Panel Discussions**

- Invited speaker, UT Austin, Marketing department speaker series, April 21 2023.
- Lead discussant for the global marketing session in the PhD marketing strategy seminar, UT Austin, March 2023
- Lead discussant for the innovation and new product development session in the PhD marketing seminar, U of Pittsburgh, October 2022
- Invited speaker, "The Organizational Transformation to an Inclusive Design Mind-set", PDMA doctoral consortium, Knoxville, July 2022
- Invited speaker, "Some Paradoxes and Perspectives Emerging from Global Marketing Research", Marketing Strategy Doctoral Consortium Faculty Mentor, Texas A&M University, June 2022

- Invited speaker, “The changing role of the customer in new product development (NPD): Insights from academic research”, AICTE – ISTE Induction /Refresher Programme on Design and Development of Products and Services, India (Virtual), April 2021.
- Invited speaker, “Cross-Cultural Explorations of the Association between Attitudes and Behaviors relating to Food and BMI”, Marketing department speaker series, University of Texas at Rio Grande Valley, March 2021.
- Invited speaker, “New Challenges and Methods in Innovation Research”, Mizzou Marketing Strategy Consortium, March 2018
- Invited speaker, “Technological Leapfrogging: How and Why Consumers Switch or Leapfrog to New Technologies across Categories and Nations”, University of Texas at San Antonio, Fall 2013
- Invited speaker, “Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities”, Open Innovation: From Ideation to Innovation conference, IC2 Institute, University of Texas at Austin, Fall 2012
- Panel discussant, “Choice of Career and Career Development”, Alumni Panel Discussion, Incoming PGP Batch Orientation, Indian Institute of Management Bangalore, June 2008
- Invited speaker, “Globalization and Market Penetration of New Products”, Women's Studies Faculty Research Forum (FRF), Lehigh University, January 2008
- Panel discussant, “Essays on the Turning Points of the Product Life Cycle”, Presented at the panel discussion on Consumer Behavior, Meet Technology: New Insights from Doctoral Students and Dissertation Chairs, 2007 Summer Marketing Educator’s Conference, Washington D.C., August 2007
- Invited speaker, “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?”, University of North Carolina at Chapel Hill, 2006
- Invited speaker, “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?”, Michigan State University, 2006
- Invited speaker, “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?”, Lehigh University, 2006
- Invited speaker, “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?”, Simon Fraser University, 2006
- Invited speaker, “Bottom of the Pyramid: Challenges and Opportunities”, International Conference on Innovation and New Product Development, Chennai, India, December 2006
- Panel discussant, “Management Education at Crossroads?”, Conference on Emerging Paradigms in Management Education, Anna University, Chennai, India, December 2005

### **Work-in-progress talks**

- Zuloaga, E. (Author & Presenter), Chandrasekaran, D. (Author), Malshe, A. (Author), "Marketers with Range for the Digital Age", Shark Tank, University of Texas at San Antonio, San Antonio, July 2023.
- Chandrasekaran, D. (Author & Presenter), Patrick, V. (Author) & B.J. Allen (Author), Work-in-progress seminar, “The Organizational Transformation to an Inclusive Design Mind-set”, UTSA Marketing Department WIP series, April 2022
- Chandrasekaran, D. (Author & Presenter), Srinivasan, R. (Author) & Sihi, D. (Author), Work-in-progress seminar, “Designing Offline Content to Increase Online Search,” UTSA Internal Seminar Series, UTSA, San Antonio, April 2016

Chandrasekaran, D. (Author & Presenter), Tellis, G., Work-in-progress seminar, “Technological Leapfrogging: How and Why Consumers Switch or Leapfrog to New Technologies across Categories and Nations”, University of Texas at Austin, Fall 2013  
 Chandrasekaran, D. (Author & Presenter), Rubera, G. (Author), Ordanini, A. (Author), Work-in-progress seminar, “Does Familiarity Breed Content in Open Innovation?”, Internal Research Seminar Series, Marketing Department, Lehigh University, Fall 2

## Grants

1. \$61,658. Chandrasekaran, D. and Raghunathan, R. (2014-2016), Asian Consumer Insights Grant, “The Unhealthy=Tasty Intuition and Its Effect on Fast Food Consumption and Obesity in Emerging Markets”, Sponsored by Asian Consumer Insights Institute, Singapore
2. \$10,000. Gupta, R. (Principal Investigator), and Chandrasekaran, D. (2012), Asian Consumer Insights grant, “The Bottom-of-the-Pyramid Consumer”, Sponsored by Asian Consumer Insights Institute, Singapore
3. \$27,800. Chandrasekaran, D. and Tellis, G.J. (2012), Asian Consumer Insights grant, “Catch-up and Leapfrogging in Emerging Markets with respect to the Adoption of New Products”, Sponsored by Asian Consumer Insights Institute, Singapore
4. \$14,940. Chandrasekaran, D. (2007), Christian and Mary Lindback Foundation's Minority Junior Faculty award, “Catch-Up, Leapfrogging and Globalization: Dynamics of New Product Adoption across National markets”
5. \$59,000. Saraf, N. (Principal Investigator), Chandrasekaran, D. and Monge, P. (2006), Standard Research grant: Social Sciences and Humanities Research Council of Canada, “Antecedents and Consequences of Network Formation in Open Source Projects”
6. \$10,000. Saraf (Principal Investigator), N., Chandrasekaran, D. and Monge, P. (2006), Simon Fraser University Discovery Parks grant, “Antecedents and Consequences of Network Formation in Open Source Projects”
7. \$10,000. Chandrasekaran, D. and Tellis, G.J. (2004), Marketing Science Institute, MSI research award # 4-1290, “Global Takeoff of New Products: Role of Country, Product Type, and Time”
8. \$2,500. Chandrasekaran, D. and Tellis, G.J. (2005), Center for International Business Research at USC, Dissertation Proposal Grant, “The International Takeoff, Growth and Slowdown of New Products”

## TEACHING

### Teaching Awards and Recognitions

Microcredential in Inclusive Teaching for Equitable Learning certificate and badge, Association of College and University Educators (ACUE), Awaraded Dec 2021, Fall 2021 cohort - October 18 to December 19, 2021  
 UTSA College of Business Dean’s Faculty Teaching Excellence award for Tenure-Track faculty, 2018  
 Future Professoriate Program, Center for Teaching Excellence, University of Southern California

### Undergraduate, Graduate and PhD Courses Taught

Advanced Marketing Strategy Seminar/ Topics in Strategy Research (UT San Antonio)  
 International Marketing (UT San Antonio)  
 Marketing Information and Analysis (UT Austin)



Principles of Marketing (UT Austin)  
 Global Marketing (Lehigh University)  
 Principles of Marketing (Lehigh University)  
 New Product Development and Branding (University of Southern California)

### **Teaching Interests**

International Marketing, Marketing Strategy, New Product Development, Principles of Marketing, Marketing Information and Analysis

### **Dissertation Committee Chair and Co-Chair**

Doctoral dissertation (Chair) - Federica Rossetti, first placed Rider University  
 Doctoral dissertation (Co-Chair)- Yi Yin, first placed post-doctoral research at North Eastern University  
 Doctoral dissertation (Co-Chair)- Pallav Routh, first placed University of Wisconsin at Milwaukee  
 Erika Zualoga Cosme (Chair) – dissertation in progress

### **Dissertation Committee Member**

Samantha Galvan, first placed Our Lady of the Lake University  
 Yongseok Kim, first placed University of San Diego  
 Carlos Bauer, first placed University of Alabama  
 BJ Allen, first placed University of Arkansas

### **Undergraduate and Graduate Student Mentoring**

Honors Thesis - Carolina Cruz, Charlene Reynoso  
 Independent Study - Mackenzie Smith, Brianna Figueroa  
 Internship - Maison Kirk, William Oyarzabal

## **SERVICE**

### **Service Awards and Recognitions**

2022- Nominee, UTSA President's Distinguished Achievement Award (PDAA) – Service – Tenured/Tenure-track category  
 2021- Carlos Alvarez College of Business Patrick J. Clynes Excellence in Service Endowed Faculty Award

### **Editorial Review Board (Current)**

Associate Editor, *Journal of International Marketing*  
 Associate Editor, *Journal of Product Innovation Management*  
 Editorial Review Board, *Journal of Marketing*  
 Editorial Review Board, *Journal of the Academy of Marketing Science*

### **Academic Board Membership**

Secretary, ISMS Board (INFORMS Society for Marketing Science) 2020-2021

### **International Seminar Series Organization**

2020- Co-organizer, New Ideas in Marketing Virtual Seminar series, Summer 2020

### **Conference Organization**

- 2023-Track Chair, User Innovation, Adoption and Diffusion Track, Product Development and Management Association (PDMA) Research Forum
- 2023-Track Chair, Global and International Marketing Track, AMA Winter Educators' Conference
- 2017- Associate Editor, Innovations Track, AMA Winter Educators' Conference (Premier international conference in marketing), Orlando, Florida
- 2015 - Track Chair, Innovation and New Products, AMA Winter Educators' Conference (Premier international conference in marketing), Las Vegas
- 2013 - Program committee, International Conference on Product Development, India
- 2005 - Co-chair, International Conference on Innovative New Product Development: Engineering Meets Marketing, India

### **Session Organization/Chairing**

- 2021- Co-chair, Beginner Strategy, European Marketing Association Doctoral Colloquium, May 2021
- 2020- Co-chair, PhD student panel, ISMS Webinar on Reflections on Diversity, Equity and Inclusion in Academia
- 2013 - Innovation and New Product Development, AMA, Winter Educators Conference (Premier international conference in marketing), Las Vegas, February 2013
- 2010 - Innovation Dilemmas, Actions and Consequences, AMA, Winter Educators Conference (Premier international conference in marketing), New Orleans, February 2010.
- 2005 - 'Firm Capabilities and Business Strategy', International Conference on Innovation, India, December 2005
- 2005 - 'Market Knowledge and Innovation', AMA Summer Marketing Educator's Conference (Premier international conference in marketing), July 2005

### **Faculty and Doctoral Student Mentoring**

- 2022- Marketing Strategy Doctoral Consortium Faculty Mentor, Texas A&M University
- 2022- PDMA Doctoral Consortium Faculty Mentor, University of Tennessee at Knoxville
- 2022- PDMA Doctoral Dissertation Competition Co-chair
- 2021- Session Chair and Discussant, EMAC "Beginner Marketing Strategy" track, EMAC doctoral colloquium
- 2020 (Invited)- Faculty Fellow, Marketing strategy consortium at the University of Texas at Austin, April 2020
- 2018 - Branding & New Products workshop, Marketing strategy consortium at the University of Missouri
- 2015 - Doctoral student proposal evaluation and mentoring panel, Academy of International Business Conference

### **Journal Reviewer (Ad hoc, to present)**

- Marketing Science, Journal of Marketing Research, International Journal of Research in Marketing, Management Science, MISQ, Marketing Letters, Journal of Business Research, Journal of Interactive Marketing

### **Conference Reviewer**

- 2021- PDMA Dissertation Proposal Competition
- 2020- American Marketing Association (AMA) Winter Educators' Conference

2018 – Academy of Marketing Science (AMS) Conference  
 2016- AMA Winter Marketing Educators’ Conference  
 2015- AMA Winter Marketing Educators’ Conference  
 2013- PDMA Research Forum  
 2012- PDMA Research Forum  
 2012- AMA Summer Marketing Educator’s Conference  
 2011- AMA Summer Marketing Educator’s Conference  
 2008 - AMA Winter Marketing Educators’ Conference  
 2008 - AMA Summer Marketing Educator’s Conference  
 2007- PDMA Research Forum  
 2006- AMA Summer Marketing Educator’s Conference  
 2005 - AMA Summer Marketing Educator’s Conference  
 2006 - PDMA India Conference  
 2005- PDMA Research Forum  
 2004 - Conference on Innovation at Indian Institute of Management Bangalore

### **Expert external reviewer**

2023- Reviewer, Social Sciences and Humanities Research Council of Canada (SSHRC) Grant application.  
 2021- Evaluator, EMAC “Beginner Marketing Strategy” track, EMAC doctoral colloquium  
 2020- Evaluator, Product Development and Marketing Association (PDMA) research proposal  
 2017 - Evaluator, Product Development and Marketing Association (PDMA) research proposal  
 2010 - External thesis reader (Tel-Aviv University)  
 2010- Evaluator, Product Development and Marketing Association (PDMA) research proposal

### **Key Internal Service Activities**

2021-2022	Carlos Alvarez College of Business Inaugural Faculty Fellow
2019-Present	Department Faculty Review Advisory Committee (DFRAC), University of Texas at San Antonio
2019-Present	Department Review Committee, University of Texas at San Antonio
2019-Present	College Faculty Review Advisory Committee (CFRAC), University of Texas at San Antonio
2022-2023	Working Group that formalized UTSA’s Faculty Code of Conduct

### **Department Service**

2021 & 2022	Department Chair Search Committee, UTSA
2021-Present	Department faculty mentor, UTSA
2020	Department Chair Search Committee, UTSA
2017	University of Houston Marketing Consortium - Faculty representative, UTSA
2015	Committee Member, Faculty recruitment committee, UTSA
2014	Committee Member, Faculty recruitment committee, UTSA
2014-Present	Faculty Advisor, Doctoral student first- and second-year paper evaluations, UTSA
2014-Present	Committee Member, Incoming PhD student selection, UTSA

2008 – 2012 Faculty Advisor, Undergraduate student advising, Lehigh University  
 2011 Department chair recruitment committee, Lehigh University  
 2008 - 2010 Coordinator of Principles of Marketing Course, Lehigh University  
 2007 Faculty recruitment committee, Lehigh University

### College Service

2022 Co-organizer, AT&T lecture series seminar session  
 2022 Women's History Month Committee  
 2022 Invited participant, *Research, engagement and societal impact*, AACSB  
 continuous improvement review visit  
 2019 College of Business Faculty Workload Guidelines Committee  
 2020 College of Business Rubrics Sub-Committee  
 2016 – 2017 Committee Member, MBA SEAL TEAM member, University of Texas at  
 San Antonio  
 2017 Attendee, Meeting, AACSB 5th year continuous improvement review visit  
 2015 – 2016 Committee Member, AOL Assessment reports- International Business  
 2015 Evaluate posters for Honors Thesis, Honors Poster Presentation  
 evaluation, University of Texas at San Antonio  
 2011 - 2012 Committee Member, CBE Undergraduate Core Mapping and CAAR  
 Proposal Committee, Lehigh University  
 2009 - 2010 COMCARR- Committee to Assess Assessment Results, Lehigh University  
 2009 Entrepreneurship curriculum committee, Lehigh University

### University Service

2021-2022 University Faculty Grievance Committee, UTSA  
 2019-2020 University Awards Committee, UTSA  
 2015 Faculty Advisor, Participation in Sophomore Assembly  
 2011 - 2012 Committee Member, GRC-Fellowship sub-committee, Lehigh University  
 2011 - 2012 Task Force Member, University Graduate and Research Committee,  
 Lehigh University  
 2009 - 2011 University Nominations Committee, Lehigh University