

Janakiraman Moorthy

Contact Information

3355 Cinnabar Street,
West Lafayette, IN - 47906.
Phone: +1 (765) 607-3807
Email: janakiramanmoorthy@gmail.com

Academic Experience

Aug 2018 – Till Date	Purdue University, Doermer School of Business, IN, USA. Fulltime Visiting Professor of Marketing.
Aug 2016 - Jun 2017	Chapman University, George L. Argyros School of Business and Economics, CA, USA. Fulltime Visiting Associate Professor of Marketing.
Aug 2015 - May 2016	Purdue University, Krannert School of Management, IN, USA. Fulltime Visiting Professor of Management.
Jul 2012 - Aug 2015	Institute of Management Technology, Dubai, UAE. Director and Professor of Marketing.
Apr 2012 - Jun 2012	Dean and Professor of Marketing.
Apr 2009 - Apr 2012	Indian Institute of Management Calcutta, Kolkata, WB, India. Professor of Marketing.
May 2007- Jan 2009	Pearl School of Business, Gurgaon, HR, India. Dean and Professor of Marketing. (Extraordinary leave from IIM Lucknow.)
Jan 2006 - May 2006	Asian Institute of Technology, Bangkok, Thailand. Visiting Associate Professor. (MHRD, Government of India secondment from IIM Lucknow.)
May 1999 - Feb 2009	Indian Institute of Management, Lucknow, UP, India. Associate Professor of Marketing.
Apr 1997 - May 1999	Assistant Professor of Marketing.
Feb 1995 - Sep 1995	Institute of Rural Management, Anand, GJ, India. Assistant Professor of Marketing.

Short Term Visiting Positions

2007-15	Asian Institute of Technology, Bangkok, Thailand.
2007	Visiting Professor.
	Visiting Associate Professor.
2011	XLRI Jamshedpur, India. Visiting Professor.
2011	Indian Institute of Management, Ranchi, India. Visiting Professor.
2010	Indian Institute of Management, Indore, India. Visiting Professor.

Business Experience

Jul 2017 to May 2018	Institute for Customer Relationship Management, Atlanta, GA, USA.
Nov 2002 - Apr 2004	Vice President - Research and Analytics.
	Director (Research and Projects).
	(Extraordinary leave from IIM Lucknow.)
Sep 1995 - Apr 1997	Maxworth Orchards India Ltd., Chennai, TN, India.
	Manager – Marketing.
May 1988 - June 1989	Indian Bank, Tiruchirapalli, TN, India.
	Probationary Officer.
Feb 1987 to Apr 1988	Acme Enterprise, Madurai, TN, India.
	Marketing Manager.

Education

1994	Ph. D. Indian Institute of Management Ahmedabad. India. (Fellow of Indian Institute of Management Ahmedabad).
1987	M. Sc. [Ag.] in Economics: Tamil Nadu Agricultural University, India. First Class.
1984	B. Sc. [Ag.]: Faculty of Agricultural Sciences, Annamalai University, India. First Class.

Teaching in Academic Programs

Marketing Analytics and Market Research Courses

2018-19	Marketing Analytics (Hybrid course), Graduate elective and cross listed for undergraduates at Purdue Fort Wayne
2016-17	Marketing Analytics - Graduate elective course at Chapman.
2016-17	Marketing Analytics - Undergraduate elective course at Chapman.
2015-16	Marketing Analytics - Graduate elective course at Purdue. <i>(Adjudged as an outstanding teacher based on student evaluation.)</i>
2015-16	Marketing Research - Undergraduate elective course at Purdue.
2011-12	Marketing Data Analytics. - Executive MBA elective offered with Dr. Pal at IIM Calcutta.
2010-11	Marketing Data Analytics. - Executive MBA elective offered with Dr. Pal at IIM Calcutta.
2011-12	Advanced Market Research Methods - Doctoral level course at IIM Calcutta.
2010-11	Advanced Market Research Methods - Doctoral level course at IIM Calcutta.
2009-10	Advanced Marketing Research - Doctoral level course for AIT, Bangkok offered at Sri Lanka, Vietnam, Thailand, and India.
2007-08	Advanced Marketing Research - Doctoral level course for AIT, Bangkok offered at Sri Lanka, Vietnam, Thailand, and India.
2013-14	Advanced Market Research - Executive MBA elective at IMT Dubai.
2012-13	Advanced Market Research - Executive MBA elective at IMT Dubai.
2007-08	Advanced Marketing Research - MBA elective at IIM Lucknow.
2006-07	Advanced Marketing Research - MBA elective at IIM Lucknow.
2004-05	Advanced Marketing Research - MBA elective offered with Dr. Purwar and Dr. Bhattacharya at IIM Lucknow.
2002-03	Advanced Marketing Research - MBA elective offered with Dr. Purwar and Dr. Bhattacharya at IIM Lucknow.
2001-02	Advanced Marketing Research - MBA elective offered with Dr. Purwar and Dr. Bhattacharya at IIM Lucknow.
2000-01	Advanced Marketing Research - MBA elective offered with Dr. Purwar and Dr. Bhattacharya at IIM Lucknow.

- 1999-00 Advanced Marketing Research - MBA elective offered with Dr. Purwar and Dr. Bhattacharya at IIM Lucknow.
- 1998-99 Advanced Marketing Research - MBA elective offered with Dr. Purwar and Dr. Bhattacharya at IIM Lucknow.
- 2009-10 Business Intelligence for Marketing Applications
- MBA Elective offered with Dr. Pal at IIM Calcutta.
- 2007-08 Data Analytics for Business
- MBA elective offered with Dr. Kumar at IIM Lucknow.
- 2006-07 Marketing Research for General Management Program at IIM Lucknow.

Consumer Behavior and Customer Relationship Management

- 2018-19 Consumer Behavior (Hybrid course) Purdue Fort Wayne
- 2015-16 Customer Relationship Management - Graduate elective course at Purdue.
- 2011-12 Customer Relationship Management
- Executive MBA elective at IIM Calcutta.
- 2010-11 Customer Relationship Management
- Executive MBA elective at IIM Calcutta.
- 2009-10 Customer Relationship Management
- Executive MBA elective at IIM Lucknow.
- 2007-08 Customer Relationship Management
- Second-year MBA elective at IIM Indore.
- 2005-06 Customer Relationship Management at AIT Bangkok.
- 2011-12 Relationship Marketing - MBA elective at IIM Calcutta.
- 2010-11 Relationship Marketing - MBA elective at IIM Calcutta.
- 2009-10 Relationship Marketing - MBA elective at IIM Calcutta.

Product Management Courses

- 2018-19 New Product Development (Online course) – Graduate elective and cross listed for undergraduates at Purdue Fort Wayne Purdue Fort Wayne
- 2016-17 New Product Development - Undergraduate elective course at Chapman.
- 2007-08 New Product Development - Executive MBA elective at IIM Lucknow.

2006-07	New Product Development - MBA elective at IIM Lucknow.
2005-06	New Product Development - MBA elective at IIM Lucknow.
2004-05	New Product Development - MBA elective at IIM Lucknow.
2001-02	Brand Management - MBA elective at IIM Lucknow.
2005-06	Product and Brand Management - MBA elective at IIM Lucknow.
2015-16	Product Management - Graduate elective course at Purdue. <i>(Adjudged as an outstanding teacher based on student evaluation.)</i>
2010-11	Product Management - Executive MBA elective offered with Dr. Mishra at IIM Calcutta.
2009-10	Product Management - Executive MBA elective offered with Dr. Mishra at IIM Calcutta.
2002-03	Product Policy and Management - MBA elective at IIM Lucknow.
2001-02	Product Policy and Management - MBA elective at IIM Lucknow.
2000-01	Product Policy and Management - MBA elective at IIM Lucknow.
1999-00	Product Policy and Management - MBA elective at IIM Lucknow.
1998-99	Product Policy and Management - MBA elective at IIM Lucknow.
1997-98	Product Policy and Management - MBA elective at IIM Lucknow.

Retail Marketing

2018-19	Retail Marketing (Online course) Purdue Fort Wayne
---------	--

Pricing Management

2015-16	Pricing Strategy and Analysis - Graduate elective course at Purdue. <i>(Adjudged as an outstanding teacher based on student evaluation.)</i>
---------	---

Sales Management

2014 -15	Sales and Distribution Management - MBA elective at IMT Dubai.
----------	--

Digital Marketing

2001-02	Internet Marketing at IIM Lucknow.
---------	------------------------------------

Marketing Core Courses

2018-19	Introduction to Marketing Management (Hybrid course). Undergraduate marketing core course at Purdue Fort Wayne
2010-11	Marketing Theory and Contemporary Issues - Doctoral level course at IIM Calcutta.
2016-17	Principles of Marketing - Undergraduate course at Chapman.
2014 -15	Marketing Management - BSBA Marketing Core Course at IMT Dubai.
2014-15	Marketing Strategy and Organization - Executive MBA core course at IMT Dubai.
2009-10	Marketing for Leadership in Manufacturing (MBA) at IIM Calcutta.
2016-17	Marketing Management - Graduate core course at Chapman.
2012-13	Marketing Management - Executive MBA core course at IMT Dubai.
2007-08	Marketing Management - MBA core course at Pearl School of Business.
2005-06	Marketing Management - MBA at AIT, Bangkok.
2006-07	Marketing Management for SBI Probationary Officers at IIM Lucknow.
2010-11	Marketing Management I - MBA core course at IIM Calcutta.
2009-10	Marketing Management I - MBA core course at IIM Calcutta.
1999-00	Marketing Management I - MBA core course at IIM Lucknow.
1998-99	Marketing Management I - MBA core course at IIM Lucknow.
2009-10	Marketing Management II - MBA core course with Prof. Koushiki at IIM Calcutta.
2004-05	Marketing Management II - MBA core course at IIM Lucknow.
1998-99	Marketing Management II - MBA core course at IIM Lucknow.
1997-98	Marketing Management II - MBA core course at IIM Lucknow.
1999-00	Marketing Planning and Strategy at IIM Lucknow.

Teaching in Executive Programs

2011-12	Sales Effectiveness, held at IIM Calcutta campus, Kolkata. Course director with Prof. Prashant Mishra.
2011-12	Marketing Skills for High Performance, held at IIM Calcutta Campus, Kolkata. Course director with Prof. Prashant Mishra.
2011-12	Executive Program for General Managers - Nestle - Coordinated with Prof. Biju Paul Abraham and Jaccob Vakavil. It is an online program and delivered through Hughes.
2011-12	Executive Program for Sales Managers - Coordinated with Prof. Ramendra Singh. It is an online program and delivered through Hughes.
2011-12	Executive Program for General Managers - Sutherland Technologies - Coordinated with Prof. Rama Seth and Prof. Abhishek Goel. This is an online program and delivered through Hughes.
2011-12	Executive Program for General Managers - India Infoline - Coordinated with Prof. Jaccob Vakavil and Prof. Rajeev Kumar. It is an online program and delivered through Hughes.
2010-11	General Management Program for young Executives of Godrej Industries Limited, held during Aug 2 - 18, on IIM Calcutta campus. Course directed with Prof. Abhishek Goel.
2010-11	Sales Effectiveness from Aug 17 - Aug 20, held on IIMC campus. Course directed with Prof. Prashant Mishra.
2010-11	Marketing Skills for High Performance from Oct 26 - 20, 2010 held at IBIZA, IIM Calcutta, Kolkata. Course directed with Prof. Prashant Mishra.
2010-11	Executive Program for General Managers - Nestle - Coordinated with Prof. Biju Paul Abraham and Jaccob Vakavil. It is an online program and delivered through Hughes.
2010-11	Executive Program for Sales Managers - Course coordinated with Prof. Ramendra Singh. It is an online program and delivered through Hughes.
2009-10	General Management Program for young Executives of Godrej Industries Limited. Course directed with Prof. Abhishek Goel.
2007-08	Business Intelligence and data Mining held at IIM Lucknow campus with Prof. Ashwani Kumar.
2007-08	Watanmal Africa Management Service, at Accra, Ghana.
2006-07	Datamining for Marketing Decision Making held at IIM Lucknow with Prof. Ashwani Kumar.
2005-06	Management of change for Indian Forest Service Officers, held at IIM Lucknow.
2004-05	Marketing Excellence through Customer Insights held during January 3-7, 2005.
2004-05	Management Development Program for Indian Postal Service Officers held during Feb 21 - Mar 04, 2005.

2001-02 Customer Relationship Management.

2001-02 Marketing Strategy for a Mobile Telecom Company.

2000-01 Business Forecasting for Effective Planning, held during Feb 19-23, 2001.

2000-01 Marketing of Services in the 21st century: Issues and Challenges, held during Nov 13-17, 2000.

2000-01 Project Monitoring and Control for Uttar Pradesh World Bank Forestry Project Officers, conducted at IIML campus.

2000-01 Project Planning for Uttar Pradesh World Bank Forestry Project Officers, conducted at IIML campus.

2000-01 Policy Analysis for Uttar Pradesh World Bank Forestry Project Officers, conducted at IIML campus.

2000-01 Market Research for Managers of TATA Teleservices, Hyderabad, held during April 20-22, 2000, coordinated with Prof. Prem C Purwar

2000-01 Business Forecasting for Effective Planning, held during March 7-10, 2000, at IIM Lucknow campus.

1999-00 Project Monitoring and Control for Uttar Pradesh World Bank Forestry Project Officers conducted at IIML campus between December 13-17, 1999.

1999-00 Seminar on Global Trends in Retailing, held on December 04, 1999, at Bombay, with Prof. Madhav Kackar.

1999-00 Case Method of Teaching for State Bank of India, held on Aug 12-13, 1999.

1999-00 Project Planning for Uttar Pradesh World Bank Forestry Project Officers conducted at IIML campus between June 28 - July 02, 1999.

1999-00 Business Forecasting - an open program conducted during February 01-04, 1999.

1999-00 Policy Analysis for Uttar Pradesh World Bank Forestry Project Officers conducted at IIML campus between Jan 11-15, 1999.

1999-00 Project Monitoring and Control for Uttar Pradesh World Bank Forestry Project Officers conducted at IIML campus between Dec 28, '98 - Jan 01, 1999.

1998-99 Project Monitoring and Control for Uttar Pradesh World Bank Forestry Project Officers conducted at IIML campus between Nov 30 - Dec 04, 1998.

1998-99 Project Planning for Uttar Pradesh World Bank Forestry Project Officers conducted at IIML campus between Nov 16-20, 1998.

1998-99 Project Planning for Uttar Pradesh World Bank Forestry Project Officers conducted at IIML campus between Nov 02-06, 1998.

1998-99 Project Planning for Uttar Pradesh World Bank Forestry Project Officers, conducted at IIML campus between Oct 12-16, 1998.

Publications

Manuscript under review and preparation

Janakiraman Moorthy, Virtuous Big Data Analytics and Emergent Digital Technologies Epoch, submitted to *Journal of Marketing Analytics*, Revising based on reviewer comments.

“Complexities of Combining Fractional Factorial with Randomized Block and Switch Replication Techniques in Large Scale Field Experiments on Product Plan & Brand Acceptance.” (with Atul Parvatiyar and Naveen Donthu). Manuscript in draft form for submission to *Marketing Science*.

Peer reviewed journals

Parvatiyar, Atul., Janakiraman Moorthy., and Naveen Donthu (2019) Where the Twain Shall Meet? A Study of Best Practices to Resolve Retailer-Supplier Acrimony in Post-Audit Recovery of Trade Promotion Dollars, *Journal of Marketing Channels*. Accepted for Publication. (Lead article in the special issue).

Janakiraman Moorthy, Rangin Lahiri, Neelanjan Biswas, Dipyaman Sanyal, Jayanthi Ranjan, Krishnadas Nanath, and Pulak Ghosh (2015) Big Data: Prospects and Challenges, *Vikalpa: The Journal for Decision Makers*, 40(1) : 74-96.

Janakiraman Moorthy, and Pulak Ghosh (2015) Big Data and Customer Privacy, *Vikalpa: The Journal for Decision Makers*, 40(1): 92 -95.

Aeron Harsha, Ashwani Kumar and Janakiraman Moorthy, (2012) Data mining framework for customer lifetime value-based segmentation, *Journal of Database Marketing & Customer Strategy Management*, 19 (1): 17 - 30.

Janakiraman Moorthy (2011) Samriddhii: Redesigning the Vegetable Supply Chain in Bihar - Case Commentary, *Indore Management Journal*, 2(4): 63 - 65.

Aeron Harsha, Ashwani Kumar and Janakiraman Moorthy, (2010) Application of data mining techniques for customer lifetime value parameters: a review, *International Journal of Business Information Systems*, 6(4): 514-529.

Jabir Ali, Sanjeev Kapoor and Janakiraman Moorthy (2010) Buying Behavior of Consumers for Food Products in an Emerging Economy, *British Food Journal* Vol. 112(2): 109 - 124.

Coauthored with Ralf van der Lans ., Joseph A Cote, and others (2009) Cross-National Logo Evaluation Analysis: An Individual - Level Approach, *Marketing Science* 28 (5) Sep - Oct: 968 - 985.

- Ashwani Kumar, and Janakiraman Moorthy, (2008) Cognizant Technology Solutions: Growth and Transformation of Its Data Warehousing and Business Intelligence Division, *Journal of Information Technology Case and Application Research* 10(3): 56 - 77.
- Ashwani Kumar, and Janakiraman Moorthy, (2008) Cognizant Technology Solutions: Growth and Transformation of Its Data Warehousing and Business Intelligence Division - Research Note, *Journal of Information Technology Case and Application Research* 10(3): 78 - 83.
- Aeron Harsha, Tarun Bhaskar, Sundararajan Ramasubramanian, Ashwani Kumar and Janakiraman Moorthy, (2008) A Metric for Customer Lifetime Value of Credit Card Customers, *Journal of Database Marketing & Customer Strategy Management* 15(3): 153-168.
- Janakiraman Moorthy (2006) India Post: Crossing the Cross Roads. *Metamorphosis: A Journal of Management Research* Vol. 5, Issue 1, Pp 69 - 106.
- Sujith Kumar and Janakiraman Moorthy, Can User Provide the Cost for Better Maternity Services in Rural “Not for Profit” Hospital? Use of Cost Systems and Conjoint Analysis for Better Decision Making, *Advances in Health Care Research* 2002.
- Janakiraman Moorthy. Beauty Pageant Incorporated: Management Case, and the Teaching Note. The case and the teaching note have been published in the *Asian Case Research Journal conference compendium*.
- Janakiraman, Moorthy. (1998) Marketing mix in the context of library and information products & services, *DESIDOC Bulletin of Information Technology*, 18(3): 11-19.
- Janakiraman Moorthy, Bharat Orchards [India] Limited: Forecasting Maze. *South Asian Journal of Management*, 5 (1&2): 77-89. 1998.
(Short listed in the top three finalists in AMDISA Management case competition March 1998.)
- Janakiraman Moorthy, Bharat Orchards [India] Limited: Teaching Note. *South Asian Journal of Management*, 5 (1&2): 89-90. 1998.
- Janakiraman. Moorthy. (1997) Lending an Ear to Consumers, *Indian Management*, 36(Aug): 30-35.
- Janakiraman. Moorthy. (1995) Is There an Easy Road to Market Orientation? *IRMA Network* volume 2&3 July - Dec.

Book Chapters/Proceedings

- S.P. Antony, P.C. Purwar, N. Kinra, and Janakiraman Moorthy (2011) India: Emerging Opportunities in a Market in Transition, in *Silver Market Phenomenon: Emerging Opportunities in an Era of Demographic Change* 2nd Edition, p 339 - 352- edited by Florean Kohlbacher and Cornelius Herstatt, Springer-Verlag, Berlin.
- S.P. Antony, P.C. Purwar, N. Kinra, and Janakiraman Moorthy (2008) India: Emerging Opportunities in a Market in Transition, Chapter 23, in *Silver Market Phenomenon: Emerging Opportunities in an Era of Demographic Change*, p 341 edited by Florean Kohlbacher and Cornelius Herstatt, Springer-Verlag, Berlin.
- Janakiraman, Moorthy and Swadesh Kulahali. (2004) Use of Internet for Promoting Ecotourism, in *Tourism Industry in India: The Socio-Economic and Ecological Perspective*, edited by Tapan K Panda, S K Mishra and BB Parida, Universities Press, New Delhi 2004: 1-20.
- Janakiraman. Moorthy. (1996) Adjustment of Cropping Systems for Stabilizing Farm Income with Institutional Credit Support in the Semi-Arid Tropics. Paper published in *Operational Research for Development* edited by J Rosenhead and A Tripathy, London: New Age International Publishers.
- Janakiraman Moorthy, (2005) Developing Effective Logos in Emerging Market: A Comparative Analysis of Indian and American Consumer Markets. Included in the proceedings of the 1st IIMA Conference on Marketing Paradigms for Emerging Economies, January 12-13, 2005.
- Janakiraman. Moorthy. Procurement of Organic Food Products. Indian Institute of Management, Ahmedabad.
- Janakiraman. Moorthy. Market-Oriented in High-Tech New Product Development: A Case of Biotechnological Agri-Inputs. Accepted for publication in the book being published by R&D Management Association, Manchester Business School, UK.
- Janakiraman. Moorthy. An Approach to Rural Bank Branch Location Planning Some Initial Considerations. Proceedings of the National Symposium on Optimization Techniques and Applications, held at Madurai, on 2-3, July 1992.

Conferences

Conference Chair/ Keynote Address/Organizing Committee

Co-Chair with Dr. Jag Sheth, Dr. V. Kumar and Dr. Bibek Banerjee for the Third AIM - AMA- Seth Foundation Doctoral Consortium held at Institute of Management Technology Dubai, during January 18 - 20, 2015 at Dubai, UAE.

Co-Chair with Dr. Naresh Malhotra, Dr. Jag Sheth, Dr. V. Kumar and Dr. Bibek Banerjee for the Annual Conferences of the Emerging Markets Conference Board held at Institute of Management Technology Dubai, during January 20 - 22, 2015 at Dubai, UAE.

Co-Chair of organizing committee of International Conference on Business Management & Information Systems (ICBMIS2013) held during November 19-21, 2013 at Institute of Management Technology Campus, Dubai, The United Arab Emirates.

Delivered keynote address on 'Marketing Research: Walking on the Fault Lines' in the International Conference on Business Management & Information Systems (ICBMIS2013) held during November 19-21, 2013 at Institute of Management Technology Campus, Dubai, The United Arab Emirates.

Organized MBA review conducted by Commission for Academic Accreditation, Ministry of Education and Scientific Research, The United Arab Emirates during March 17 - 18, 2013 in IMT Dubai campus.

Organizing Committee Member of MARCON 2012: International Marketing Conference on Sustainability, and Marketing to Socially-Connected Consumers Organized by Indian Institute of Management Calcutta, India IIM Calcutta, Kolkata, India during December 28-30, 2012.

Organizing Committee Member of MARCON 2011: International Marketing Conference Organized by Indian Institute of Management Calcutta, India IIM Calcutta, Kolkata, India, during December 2011.

Organizing committee member of Indian Institute of Management Calcutta organized MARCON 2010, the first international marketing conference, on 27 - 29th of December 2010 at Kolkata, India. Indian Institute of Management Calcutta centered its interest on the emerging patterns and innovations in marketing while emphasizing the importance of classic theories and practices relevant to this field.

Organizing Committee Member of the first International Conference of Global Business and Management Forum (GBMF), the USA in Gurgaon between November 7-9, 2008. Held at Pearl School of Business (PSB).

Chair of session/panel member/Invited speeches

Invited Panel Member in the conference on Building Future Learning Spaces, held during March 23 - 25, 2015 at Dusit Thani Hotel, Dubai, UAE.

Invited Panel Member in the conference on 'Higher Education and Economic Growth' organized by Indian Institute of Management Indore and Higher College of Technology, Dubai, held on Sep 25, 2013, at Dubai, The United Arab Emirates.

Invited speaker in the International QS World in Conversations conference held on September 8, 2012, in Dubai. Presented on issues in the internationalization of Business Education in the Middle East. Presented and lead a discussion on 'Challenges in Outcome Focused Internationalization of Business Education'.

Panel member on the topic 'Internationalization of Business School Creative Approach' at Global Business School Network 7th Annual Conference held during June 11-14, 2012 at New Delhi, India.

Panel member on the topic 'Consumer Insights and New Product Ideas' in the MARCON 2010, conference held during December 27 - 29, 2010 at Indian Institute of Management Calcutta, Kolkata, India.

Participated in the National Workshop on Marketing of Organically Produced Food Products, organized by Indian Institute of Management, Ahmedabad, and Indian Agri-Business Society. Rapporteur for the session on the procurement of agricultural products.

Paper Presentations

Janakiraman Moorthy (2017) An Integrative Perspective of Product Returns, accepted for presentation in the 2017 POMS annual conference to be held during May 5 - 8, 2017 at the Hyatt Regency Bellevue, Seattle, WA, U.S.A.

Janakiraman Moorthy (2017) Virtuous Big Data Analytics and Emergent Digital Technologies, accepted for presentation in International Conference on Responsible Marketing to be held during 23 Jan 2017 - 24 Jan 2017 at XLRI, Jamshedpur, India.

Soumya Sarkar, Subhashish Chakravarty, and Janakiraman Moorthy (2014) Market Orientation and Corporate Brand Performance: A Bayesian Analysis. Paper submitted to '2014 Industrial Marketing Management (IMM) - Global Alliance of Marketing & Management Associations (GAMMA) Joint Symposium: Understanding Strategic Marketing - Market Orientation, Strategy and Firm Performance' in Global Marketing Conference at Singapore' held at Singapore during July 15-18th, 2014.

Janakiraman Moorthy (2009) Customer Lifetime Valuation: Evaluating Application of Finance Metrics to Relationship Marketing Decision Making in Transition Economies, International Conference of Global Business and Management Forum jointly organized by the University of Nebraska at Omaha, USA and Pearl School of Business held at Gurgaon, India.

Aeron Harsha, Tarun Bhaskar, Sundararajan Ramasubramanian, Ashwani Kumar and Janakiraman Moorthy. (2008) Genetic Algorithm Technique for Profitability Based Customer Segmentation, presented at the International Conference on Data Mining, DMIN'08, held in Las Vegas, Nevada, July 14-17, 2008.

Nidhi Goel and Janakiraman Moorthy, Customer Lifetime Valuation: Problems and Issues for Research, paper accepted for presentation at Conference on Research and Finance organized by Indian Institute of Management Lucknow, held during March 17 - 18, 2005.

Janakiraman Moorthy, Developing Effective Logos in Emerging Market: A Comparative Analysis of Indian and American Consumer Markets. Paper presented at the international conference on "Marketing Paradigms for Emerging Economies" held on 12-13 January 2005, organized by Indian Institute of Management Ahmedabad.

Janakiraman Moorthy and P Venugopal, Walworth Orchards (India) Ltd.: Marketing a new concept. The case with teaching notes presented at NACRA annual conference held in Tampa, Florida during November 6-8, 2003.

Sujith Kumar and Janakiraman Moorthy, Can User Provide the Cost for Better Maternity Services in Rural "Not for Profit" Hospital? Use of Cost Systems and Conjoint Analysis for Better Decision Making, Presented at the conference of Association of Health Care Researchers, Montana, USA 2002.

Janakiraman Moorthy, Implications of Emerging Intellectual Property Rights Regime for Managers, at the opening seminar on meeting the challenges of a Borderless Economy: WTO & Allied Issues organized by strategic Management Forum and Indian Institutes of Management, held at Lucknow during February 24-25 2002.

Janakiraman Moorthy 'Beauty Pageant Incorporated' case and teaching note at the Asian Case Writing Conference, Singapore, organized by the Asian Case Research Journal, in July 2000.

Janakiraman Moorthy 'Maruti Udyog Limited: IMCS. Management Case,' presented at the case competition organized by the Association of Management Development Institutions of South Asia at Pune in March 2000.
(Shortlisted in the top three finalists in the best-case competition in the South Asian Management Forum 2000.)

Janakiraman Moorthy 'Bharat Orchards [India] Limited: Forecasting Maze' presented at the case competition organized by the Association of Management Development Institutions of South Asia at Royal Institute of Management, Bhutan, in the Year 1998.
(Shortlisted in the top three finalists in the best-case competition in the South Asian Management Forum 1998.)

Janakiraman. Moorthy. An Approach to Rural Bank Branch Location Planning. Accepted for presentation at the 14th triennial conference of International Federation of Operational Research Societies, held in Vancouver, Canada in July 1996.

Janakiraman. Moorthy. Biotechnological Product Development: Getting Closer to the Farmers; Listening to Their Voice, and Looking Beyond. Presented at the National Seminar on

Newer Challenges in Agriculture, Horticulture, and Industry: The Roles of Physiologist and Biochemist, held at Bangalore between 11-13th January 1994.

Janakiraman. Moorthy, and P. Venugopal. Diffusion of Sprinkler Irrigation Systems: A New Product Sales Forecasting Presented at the 25th Annual Convention of Operational Research Society of India, held at Ahmedabad between 17-19th December 1992.

Venugopal. P, and Janakiraman Moorthy. Application of the Dynamic Fertilizer Monthly Demand Model to Other Agricultural Inputs presented at the 25th Annual Convention of Operational Research Society of India, held at Ahmedabad between 17-19th December 1992.

Janakiraman. Moorthy. New Product Innovation Process: A Multidimensional Task Network Model. Accepted for presentation at the 8th Industrial Marketing and Purchase Conference, held in Lyon, France on 3-5, September 1992.

Murali Srinivasan, S, Janakiraman. Moorthy, Rao T S N, and Venugopal Pingali Human Resource Development: A Philosophical Perspective Presented at the 29th Annual Convention of the Indian Academy of Applied Psychology, held at Tirupati on 2-5, February 1992.

Janakiraman. Moorthy. Optimizing Cropping Systems for Stabilizing Farm Income in Drought Prone Areas. Presented at the 24th Annual Convention of the Operational Research Society of India, held at Bangalore on 26-28, December 1991.

Janakiraman. Moorthy, R Srinivasan, and S R Subramanian. Optimum Production Plan for Pudukkottai Taluk Presented in the national seminar on farming systems for semi and tropics, sponsored by Indian Council of Agriculture Research, held at Coimbatore on 1-2 March 1989.

Participation in conferences

Participated in 'Higher Education Leadership Forum 2013' held on 12 - 13 of November 2013 in Dubai, the United Arab Emirates. The conference was on the theme "Becoming a "World-Class University" in a Modern Context: Challenges Opportunities and Strategies Forward."

Participated in the 'Middle East and Africa Annual Conference of AACSB' held on 21-22 October 2013 in Dubai, The United Arab Emirates.

Participated in UAE - Workshop on National Qualification Framework - Review of UAE universities held on May 06, 2013 at American University of Dubai Campus in Dubai, The United Arab Emirates.

Participated in 'International Conference and Annual Meeting (ICAM 2013)' held during April 7 - 9, 2013 at Chicago, USA.

Participated in CAA Workshop on Quality Enhancement, 11th February 2013 IMT Dubai, The United Arab Emirates.

Participated in 'Aligning Programs to the Q F Emirates Presentation' on December 5th, 2012 at Al Ghurair University, Dubai, The United Arab Emirates.

Participated in 'UAE - Qualification Framework' workshop held on September 27, 2012, at Zayed University Campus in Dubai, The United Arab Emirates.

Participated in development of curriculum on Intellectual Property Rights in higher education organized by the Ministry of Human Resource Development, Government of India.

Pedagogical Cases and Teaching Notes

Janakiraman Moorthy and Ashwani Kumar (2010) Bharat Bank Limited: Management Case.

Janakiraman Moorthy and Ashwani Kumar (2007) Cognizant Technology Solutions: Management Case.

Janakiraman Moorthy and Ashwani Kumar (2007) Cognizant Technology Solutions: Management Case - Research Note.

Janakiraman Moorthy (2007) Evaluation of a New Flavored Tea by Delhi Tea Company. Management Case.

Sanjeev Kapoor, Janakiraman Moorthy and Jabir Ali (2007) Apna Bazar (A): Designing and Marketing of Premier Mall for Agriculture Products. Management case.

Sanjeev Kapoor, Janakiraman Moorthy and Jabir Ali (2007) Apna Bazar (B): Market Research Process. Management case.

Sanjeev Kapoor, Janakiraman Moorthy and Jabir Ali (2007) Apna Bazar (C): Developing Questionnaire Design for Market Research. Management case.

Sanjeev Kapoor, Janakiraman Moorthy and Jabir Ali (2007) Apna Bazar (D): Results from Market Research. Management case.

Sanjeev Kapoor, Janakiraman Moorthy and Jabir Ali (2007) Apna Bazar (E): Operational Design of the Market. Management case.

Sanjeev Kapoor, Janakiraman Moorthy and Jabir Ali (2007) Apna Bazar (F): Financial Feasibility of Modified Design of the Market. Management case.

Janakiraman Moorthy (2006) India Post: Crossing the Cross Roads. Metamorphosis: A Journal of Management Research Vol. 5, Issue 1, Pp 69 - 106. (Management case) Lal Bahadur Shastri Academy of Administration, Moussavi, India, funded the work.

Janakiraman Moorthy, (2006) ABCL: Small Pack Facial Tissue Project, Management case.

Janakiraman M, (2006) ABCL: Small Pack Facial Tissue Project, Teaching Note.

Janakiraman Moorthy and P Venugopal, Walworth Orchards (India) Ltd.: Marketing a new concept. The case with teaching notes was discussed at NACRA annual conference roundtable held at Tampa, Florida during November 6-8, 2003.

Janakiraman Moorthy, and P. C. Purwar, Marketing Strategy for an Electric Three-Wheeler in India.

Janakiraman Moorthy, Beauty Pageant Incorporated: Management Case, and the Teaching Note. presented the case and teaching note at the Asian Case Writing Conference, Singapore, organized by the Asian Case Research Journal, in July 2000.

Janakiraman Moorthy, Beauty Pageant Incorporated: Teaching Note.

Janakiraman Moorthy, Maruti Udyog Limited: IMCS. Management Case, Finalist in AMDISA Management case competition. March 2000. Accepted for publication in South Asian Journal of Management.

Janakiraman Moorthy, Bharat Orchards [India] Limited: Forecasting Maze. South Asian Journal of Management, 5 (1&2): 77-89. 1998. Finalist in AMDISA Management case competition March 1998.

Janakiraman Moorthy, Bharat Orchards [India] Limited: Teaching Note. South Asian Journal of Management, 5 (1&2): 89-90. 1998.

Short Cases

Janakiraman Moorthy, Universal Ballpoint Pens, 2002.

Janakiraman Moorthy, Twentieth Century Pens, 2010.

Janakiraman Moorthy, Portable Computer Key Board, 2010.

Janakiraman Moorthy, Synthetic Spice Company, 2010.

Janakiraman Moorthy, Detergent Benefit Structure Analysis, 2010.

Janakiraman Moorthy. Maruti Udyog Limited: IMCS. Management Case, Short-listed for AMDISA Management case competition. March 2000.

Working Papers

Janakiraman Moorthy, (2005) Guidelines for Developing Effective Logos in Emerging Market . IIML Working Paper Series 1/2005.

Janakiraman Moorthy, (2005) Exploring Mail Related Business Opportunities for India Post, IIML Working Paper Series 2/2005.

Janakiraman Moorthy, (2005) Walworth Orchards (India) Ltd: Communicating a New Service Concept, IIML Working Paper Series 5/2005.

Janakiraman Moorthy, (2005) Celestial Matrix - Writing the Fate of a New Product Prospect: Integrating Concept and Product Tests for Decision Making. IIML Working Paper Series /2005.

Janakiraman Moorthy, (2003) A Note on Concept Testing and Product Testing: Decision Making Tools in Early New Product Development. IIML Working Paper Series 11/2003.

Janakiraman Moorthy, Sustained Product Innovation: Imperative for Developing Competitiveness in the emerging world Trade Regime, IIML Working Paper Series 02/2002.

Janakiraman Moorthy and Sujith Kumar, Deciding Prices for Maternity Services Using Conjoint analysis in a “Not for Profit” Hospital in Rural India, IIML Working Paper Series 01/2002.

Parthasarathy U and Janakiraman Moorthy, Exploratory Study of Costs & Profitability in a Distribution Channel for Durables. Indian Institute of Management, Lucknow. Working paper No. 16/1999.

Janakiraman. Moorthy. Multiple Stakeholder Orientation in High-Technology New Product Development: A Case of Biotechnology Industries. Indian Institute of Management, Lucknow. Working paper No. 15/1998.

Janakiraman. Moorthy. Multiple Market Orientation [MMO]: In Search of a New Construct. Indian Institute of Management, Lucknow. Working paper No. 07/1997.

Janakiraman. Moorthy. A Frame Work for Analyzing Consumer Orientation of Biotechnologists. Indian Institute of Management, Ahmedabad. Working paper No. 1165/1994.

Dissertations

Janakiraman. Moorthy. Client-Orientation in New Product Development: A Case of Biotechnological Agri-Inputs. Independent dissertation submitted to Indian Institute of Management, Ahmedabad for Fellow Program in Management. (Ph D Program).

Janakiraman. Moorthy. Decision Behavior of Farmers in Pudukkottai Taluk: A Risk Oriented Approach. Independent dissertation submitted to Tamil Nadu Agriculture University for the Master's Degree in Agricultural Economics. (Master's Program).

Fellowship, Awards and Grants

Fellowship from Ministry of Human Resources Development, Government of India for doing the doctoral program at Indian Institute of Management, Ahmedabad.

Merit scholarship from Tamil Nadu Agricultural University for doing Post Graduation in Agricultural Economics.

Research and Development Management Association [RADMA] and R&D Management Research unit Manchester Business School has provided a scholarship for presenting the paper entitled '*Market-Orientation in High-Tech New Product Development: A case of Biotechnological Agri-Inputs*' in international R&D Management conference.

Association Management Development Institutions of South Asia has provided fellowship for presenting the case, Bharat Orchards (India) Limited in the AMDISA management forum.

Mobile Commerce Laboratory: Research project on Mobile Commerce was intimated with the funding from Ministry of Human Resource Development, Government of India. A laboratory with mobile devices was used to test mobile transactions. Working as project leader.

Intellectual Property Right Systems and Literacy Project: Funded by the Ministry of Human Resource Development, Government of India. Worked as project leader of the faculty team working on the project.

Editorial Activity

Editorial Board of Professional Journals:

Vikalpa: The Journal for Decision Makers - Editorial Board Member from 2012 - 2015.

IIM Kozhikode Society & Management Review - Editorial Board Member from 2012 - to date.

International Journal of Management Science and Engineering Research - Editorial Board Member from 2015 - to date.

Reviewer in Academic Journals and Conferences:

Reviewer for (1) IIMB Management Review, (2) Metamorphosis, (3) Decision and (4) Vikalpa (5) IIM Indore Management Journal.

Reviewed papers for Indian Institute of Management Conference on Marketing in Emerging Markets since its commencement in the Year 2013.

Reviewed papers for Seventh Conference on Relationship Marketing and Customer Relationship Management held in Berlin.

Reviewed papers for AMDISA biennial conference at Lahore, Pakistan.

Professional Affiliation

American Marketing Association - Academic Member.

MENA Higher Education Academic Leaders Forum – Member.

Indian Society of Agri-Business Management - Executive Member.

Indian Institute of Bankers - Life Member.

Indian Business and Professionals Council – Member.

Academic Administration & Selected Service Activities

National Level (Pan IIM)

CAT 2011 Convener - Common Admission Test 2011, from May 2011 - Jan 2012, All Indian Institutes of Management together.

Responsible for the conduct of Common Admission Test used for selection of students for Post Graduate Programs thirteen IIMs and more than 100 associated management institutions in the country. More than 200 thousand candidates apply for CAT.

Institutional Level

Director and Professor of Marketing, from Jul 2012 - Aug 2015. Institute of Management Technology, Dubai, UAE.

Established a high-quality working and learning environment for faculty, staff, and students. More importantly created a faculty driven institution which is the foundation for growth and sustainable success.

Spearheaded the reaccreditation by UAE Commission for Academic Accreditation (CAA). IMT Dubai has acquired membership of Association of Advanced Collegiate Schools of Business (AACSB). Acquired accreditation for B. Com (Accounting) program during the year 2014 and launched two new graduate programs namely executive MBA program during weekends and Executive MBA program during the evenings. Launched undergraduate business major program, Bachelor of Science in Business Administration (BSBA). The institute overall revenue reached AED 35 million and turned around and made operating profit first time.

Establishing collaboration with Arizona State University for a double degree program in business analytics, with Massachusetts Institute of Technology - Zaragoza University, Spain for a Double Degree program in Supply Chain Management, and with Nottingham Trent University for a double degree program.

Dean and Professor of Marketing - from Apr - Jun 2012. Institute of Management Technology, Dubai, UAE.

Dean and Professor of Marketing, from May 2007- Jan 2009. - Pearl School of Business, Gurgaon, India.

MBA Program Admissions Chair, from Apr 2010 - Mar 2012. - Indian Institute of Management Calcutta, Kolkata, India.

Executive Development Program Chair, from Mar 1998 - Mar 2001. Indian Institute of Management, Lucknow, India.

During my tenure the MDP activities have grown three times on several parameters like, the total number of programs, the number of companies and participants, revenue etc.

Member of Institute Academic Council, from Jun 2009 - May 2011 - Indian Institute of Management Calcutta, Kolkata, India.

Member of Faculty Selection and Promotion Committee, from Jun 2009 - Mar 2012 - Indian Institute of Management Calcutta, Kolkata, India.

Member of Post Graduate Program Committee, from Jun 2009 - Mar 2012 Indian Institute of Management Calcutta, Kolkata, India.

Member of committee for setting working norms for faculty members, Indian Institute of Management, Lucknow, India.

Member of Board Level Subcommittee for International Linkages. Indian Institute of Management, Lucknow, India.

Member of Admissions Committee, Indian Institute of Management, Lucknow, India.

Marketing Area Level

Marketing Area Chair, from Apr 2010 - Mar 2012 - Indian Institute of Management Calcutta, Kolkata, India.

Marketing Area Chair, from Mar 2006 - Mar 2007. Indian Institute of Management, Lucknow, India.

Corporate Impact Projects

Consumer Product Companies & Retailers

- Reynolds Consumer Products (2017) - *Global Market Entry & Expansion; Sustainability Strategy.*
- Kuok Group, Singapore (2003) - *Entry Strategy for India - Product-mix & Positioning.*
- Panacea Biotec, New Delhi, India (2001 - 2004) - *CRM Strategies & Process Transformation.*
- Shoppers' Stop, India (2002 - 2004) - *Retail Loyalty Program Redesign.*

Banking, Finance & Insurance Companies

- CIMB Bank, Kuala Lumpur, Malaysia (2007 - 2015) - *Marketing Communication Strategies.*
- PRGX, Atlanta, GA (2002 - 2007) - *Best Practices in Post-Audit Recovery; Process Outsourcing.*

Telecom & Data Services

- Avaya Global Connect, Gurgaon, India. *Developing Methodology for Customer Responsiveness Award.*
- Celcom Bhd., Kuala Lumpur, Malaysia (2003,2015) - *New Product Positioning & Pricing.*
- Cellcard (Mobitel), Cambodia (2009, 2014) - *Market Segmentation, New Products & Pricing.*
- Telekom Malaysia, Kuala Lumpur, Malaysia (2004) - *Pricing & Re-Branding Strategies.*

Consumer Durables, Office Products & Business Solutions

- Panasonic, Kuala Lumpur, Malaysia (2001- 2005) - *Channel Partnering & CRM Resource Center.*

Automotive, Industrial, Business Services & Real Estate

- Federal Mogul, India (2017) - Loyalty & Marketing Effectiveness Program for the Aftermarket.

Government & Industry Associations

- Ministry of Human Resource Development, Government of India.
- Uttar Pradesh State Forest Department, Government of Uttar Pradesh, India.
- Uttar Pradesh State Forest Corporation, Government of Uttar Pradesh, India.
- Uttar Pradesh State Agriculture Produce Marketing Board, Government of Uttar Pradesh, India.
- Khadi and Village Industries Commission, Government of India.