

PAPERS

“Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety” (with K. Sudhir), *Quantitative Marketing and Economics*, March 2013, Volume 11, Issue 1, pp 83-116

(http://download.springer.com/static/pdf/515/art%253A10.1007%252Fs11129-012-9131-x.pdf?auth66=1379783241_c14c8b433a73cba9b475799ec2bb611e&ext=.pdf)

“The Agglomeration-Differentiation Tradeoff in Retail Location Choice” (with K. Sudhir), *Marketing Science*, Under Review

“Education Consumption in India” (with Sachin Sancheti and K. Sudhir), *Marketing Science*, Under Review

“On the Timing and Depth of a Manufacturer’s Sales Promotion Decisions with Forward-Looking Consumers” (with Yan Liu and S. Balachander), *Marketing Science*, Under Review

WORK IN
PROGRESS

“An Analysis of Incentive Structures in Collaborative Economy: an Application to Crowdfunding Platform”, with Na Zhang and Karthik Kannan

“Measuring the Impact of Product Recall on New Products and the Product Line”, with Y. Liu and S. Balachander

“Effectiveness of Retail Promotions when Consumers Choice is State Dependent”, with SunAh Kim

“Market-structure Insights for Multi-Attribute Products from Online User-generated Content”, with Jia Li and Ho Jung Yoon

“Is Online Content Worth Paying for? A Two-Sided Market Approach”, with Jinsuh Lee and Manohar U. Kalwani

“A Dynamic Model of Revenue Sharing Contracts with Endogenous Relocation of Retail Tenants in a Shopping Center”, with Jia Li

“The Impact of Retail Tenant Mix Variety on Competition between Shopping Malls in India”

BOOK CHAPTERS "Pricing Across the Channel", with K. Sudhir, *Handbook of Pricing Research in Marketing* (Editor: Vithala Rao), E. Elgar Publishers (2009)

"Towards Sustainable Manufacturing Superiority: A Comprehensive Manufacturing Policy Framework for India", with Thenmozhi, M., M. Nair, R. Kumar and A. Jain, *India's Manufacturing Sector: Policy Framework*, Academic Foundation Publishers (2003)

TEACHING INTERESTS Marketing Research, Marketing Management, Marketing Strategy, New Product Planning and Development

DOCTORAL ADVISING Yan Liu, Member, Thesis Committee (Ph.D. 2010, Placed at Mays Business School, Texas A&M)

Mahmood Pedram, Member, Thesis Committee (Ph.D. 2010, Placed at American University, Dubai)

Jinsuh Li, Member, Thesis Committee (Ph.D. 2012, Placed at Samsung Electronics, S. Korea)

Na Zhang, Member, Thesis Committee (Ph.D., 2015, Placed at Amazon.com)

Lin Wang, Member, Thesis Committee (Ph.D. 2016, Expected)

Ho Jung Yoon, Member, Thesis Committee (Ph.D. 2015, Expected)

SunAh Kim, Member, Thesis Committee (Ph.D. 2015, Expected)

Wenshu Zhang, Member, Thesis Committee (Ph.D. 2015, Expected)
