

DR. DEEPA CHANDRASEKARAN

Professor of Marketing

Department of Marketing, Carlos Alvarez College of Business

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<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-)

Professor, Department of Marketing, University of Texas at San Antonio (2024-Present)

Associate Professor, Department of Marketing, University of Texas at San Antonio (2019-2024)

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

Refereed Journal Publications

1. Gupta, R., Chandrasekaran, D., Sen, S., & Gupta, T. (2024). "Marketing to bottom-of-the-pyramid consumers in an emerging market: The responses of mainstream consumers," *Journal of Business Ethics*, 191(4), 739-755.
2. 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)
3. 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
4. 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*)
 5. 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
 6. 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
 7. 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*)
 8. 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*)
 9. 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)
 10. 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)
 11. 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)
 12. 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
 13. 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

14. Srinivasan, R., Chandrasekaran, D., and Rossetti, F.(2024). "Customer Service Opportunities and Challenges in a Post-Pandemic World," Springer Books, in: Jagdish N. Sheth & Varsha Jain & Emmanuel Mogaji & Anupama Ambika (ed.), *Customer Centric Support Services in the Digital Age*, chapter 12, pages 271-290, Springer.
15. 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
16. 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
17. Chandrasekaran, D. and Tellis, G. J. (2012), "Diffusion and Strategy", *Marketing Strategy Handbook*, eds. Shankar, V. and Carpenter, G., Edward Elgar Publishing
18. Chandrasekaran, D. and Tellis, G. J. (2009), "Diffusion of Innovations", Wiley International

Encyclopedia of Marketing, Product Innovation & Management volume, John Wiley & Sons, Ltd.

19. 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
20. 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
21. 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

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

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 - Carlos Alvarez College of Business *Col. Jean Piccione and Lt. Col. Philip Piccione Endowed Research Award*

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 Faculty Research Excellence Award for Tenure Track Faculty

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)

Presentations of Research at National and International Conferences

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, TB 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

New Jersey Institute of Technology, Nov 2024

UT El Paso, Strategy seminar, May 2024

UT Austin, Marketing department speaker series, April 21 2023.

Global marketing session, PhD marketing strategy seminar, UT Austin, March 2023

Innovation and New Product Development session, PhD marketing seminar, U of Pittsburgh, October 2022

PDMA doctoral consortium, Knoxville, July 2022

Marketing Strategy Doctoral Consortium, Texas A&M University, June 2022

AICTE – ISTE Induction /Refresher Programme on Design and Development of Products and Services, India (Virtual), April 2021.

Marketing department speaker series, University of Texas at Rio Grande Valley, March 2021.

Mizzou Marketing Strategy Consortium, March 2018

University of Texas at San Antonio, Fall 2013

Open Innovation: From Ideation to Innovation conference, IC2 Institute, University of Texas at Austin, Fall 2012

Alumni Panel Discussion, Incoming PGP Batch Orientation, Indian Institute of Management Bangalore, June 2008

New Insights from Doctoral Students and Dissertation Chairs, 2007 Summer Marketing Educator's Conference, Washington D.C., August 2007

University of North Carolina at Chapel Hill, 2006

Michigan State University, 2006

Lehigh University, 2006

Simon Fraser University, 2006

Conference on Emerging Paradigms in Management Education, Anna University, Chennai, India, December 2005

Work-in-progress talks

UTSA Marketing Department WIP series, University of Texas at Austin WIP series, Lehigh University

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 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

UTSA College of Business Dean’s Faculty Teaching Excellence award for Tenure-Track faculty, 2018

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)

Youngjin Kim (Co-chair)

Dissertation Committee Member/Thesis 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
 Sepehr Safari, Bocconi University

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

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

2024-Track Chair, User Innovation, Adoption and Diffusion Track, Product Development and Management Association (PDMA) Research Forum
 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
- 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

- 2024- Marketing Strategy Doctoral Consortium Faculty Mentor, University of Cologne
- 2024- PDMA Doctoral Consortium Faculty Mentor, Syracuse University
- 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

2024- Letter writer for P&T processes at other universities

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-Present Faculty and Chair Search Committee

2014-Present PhD student recruitment/evaluation committees

2021-Present Department review committee

2020 Department Chair Search Committee

2017 University of Houston Marketing Consortium - Faculty representative

2015 Committee Member, Faculty recruitment committee, University of Texas at San Antonio

2014 Committee Member, Faculty recruitment committee, University of Texas at San Antonio

2014-Present Faculty Advisor, Doctoral student first- and second-year paper evaluations, University of Texas at San Antonio

2014-Present Committee Member, Incoming PhD student selection, University of Texas at San Antonio

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

2024 ISCS Chair search committee head

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

2024	Provost Task Force Committee
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