

Dr. DEEPA CHANDRASEKARAN

Associate Professor of Marketing and Faculty Fellow
Department of Marketing, College of Business
BB 4.05.02, One UTSA Circle, San Antonio, TX
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ACADEMIC QUALIFICATIONS & EXPERIENCE**Professional Experience**

Carlos Alvarez Faculty Fellow, Carlos Alvarez College of Business, University of Texas at San Antonio (2021-2022)
Associate Professor, Department of Marketing, University of Texas at San Antonio (2019-Present)
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

RESEARCH**Research Interests**

- Innovation
- Crowdsourcing
- Digital platforms
- Product design
- New product development
- New product growth models
- Consumer innovativeness
- Marketing strategy
- Emerging markets

Intellectual Contributions

Refereed Journal Publications

- 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
- 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
- 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 (Research report)*, 31(1), 81-90,
- 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
- 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.
- 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
- 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.
- 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.
- Chandrasekaran, D. and Tellis, G. J. (2011), "Getting a Grip on the Saddle: Chasms or Cycles?" *Journal of Marketing*, 75(4), 21-34.
- 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.
- Chandrasekaran, D. and Tellis, G. J. (2008), "Global Takeoff of New Products: Culture, Wealth or Vanishing Differences", *Marketing Science*, 27(5), 844-860
- 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

- 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
- 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
- Chandrasekaran, D. and Tellis, G. J. (2012), "Diffusion and Strategy", *Marketing Strategy Handbook*, eds. Shankar, V. and Carpenter, G., Edward Elgar Publishing
- Chandrasekaran, D. and Tellis, G. J. (2009), "Diffusion of Innovations", *Wiley International Encyclopedia of Marketing, Product Innovation & Management* volume, John Wiley & Sons, Ltd.

- 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
- 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
- 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

Awards and Honors

- 2022- Nominee, UTSA President's Distinguished Achievement Award (PDAA) – Service – Tenured/Tenure-track category
- 2021-Alvarez College of Business Patrick J. Clynes Excellence in Service Endowed Faculty Award
- 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 Faculty Teaching Excellence Award for Tenure Track Faculty
- 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.*)
- 2006-2007 - Future Professoriate Program, Center for Teaching Excellence, University of Southern California
- 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)

Scholarly Presentations

Presentations of Research at National and International Conferences

- 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).
- 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", NTU-ACI Academic Symposium, Nanyang Technological Institute, December 2013

- Chandrasekaran, D. (Author), & Gupta, R. (Author & Presenter), “The Bottom-of-the-Pyramid Consumer”, NTU-ACI Academic Symposium, Nanyang Technological Institute, December 2013
- Chandrasekaran, D. (Author), Tellis, G. J. (Author & Presenter), & James, G. M. (Author), “Technological Leapfrogging: When, How, and Why Emerging Markets Catch-up and Pass Developed Markets in the Adoption of New Products”, Marketing Science Conference, Istanbul, June 2013
- Chandrasekaran, D. (Author), Tellis, G. J. (Author & Presenter), & James, G. M. (Author), “Technological Leapfrogging: When, How and Why Emerging Markets’ New Product Adoption Catch-Up With and Pass That of Developed Markets”, Winter Marketing Educators Conference, Las Vegas, February 2013
- Chandrasekaran, D. (Author), & Gupta, R. (Author & Presenter), “The Bottom-of-the Pyramid Consumer”, Asian Consumer Psychology conference, Singapore, December 2012
- Chandrasekaran, D. (Author), Tellis, G. J. (Author & Presenter), & James, G. M. (Author), “Technological Leapfrogging: When, How, and Why Emerging Markets Catch-up and Pass Developed Markets in the Adoption of New Products,” Plenary session, Marketing Science Emerging Markets Conference, Wharton, September 2012
- Chandrasekaran, D. (Author), Tellis, G. J. (Author & Presenter), & James, G. M. (Author), “Catch-up and Leapfrogging in Emerging Markets”, Plenary session, China-India Consumer Insights Conference, Yale University, August 2012
- Chandrasekaran, D. (Author), Tellis, G. J. (Author & Presenter), & James, G. M. (Author), “Catch-up and Leapfrogging in Emerging Markets”, Global Marketing SIG conference, Cancun, Mexico, April 2012
- Chandrasekaran, D. (Author), & Gupta, R. (Author & Presenter), “Are Companies Unfair to Bottom-of-Pyramid Consumers”, China-India Consumer Insights Conference, New Delhi, India, July 2011
- Chandrasekaran, D. (Author), Rubera, G. (Author & Presenter), & Ordanini, A. (Author), “Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities”, INFORMS Marketing Science Conference, Houston, June 2011
- Chandrasekaran, D. (Author), Rubera, G. (Author & Presenter), & Ordanini, A. (Author), “Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities”, AMA Winter Marketing Educators Conference, Austin, February 2011
- Chandrasekaran, D. (Author & Presenter), Saraf, N. (Author), & Sivaramakrishnan, S. (Author), “Network Formation of Open Source Software Projects”, Product Development and Management Association (PDMA) Research Forum, Los Angeles, October 2009
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Assessing Biases in Cross-National Research on Consumer Innovativeness”, Marketing Science Conference, Michigan, June 2009
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” AMA Winter Marketing Educators Conference, Tampa, Florida, February 2009
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Catch Up, Leapfrogging and Slowdown in Global Adoption of New Products”, NASMEI- Great Lakes School of Management Conference, Chennai, December 2008

- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Catch Up, Leapfrogging and Slowdown in Global Adoption of New Products”, AMA Summer Marketing Educators’ Conference, San Diego, August 2008
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Catch Up and Leapfrogging in Global Adoption of New Products”, Vancouver, June 2008
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “What Causes the Sales Drop-off: Cycles, Cascades, or Chasms?” MSI Conference on Accelerating Market Acceptance in a Networked World, Los Angeles, March 2007
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” Product Development and Management Association (PDMA), Atlanta, October 2006
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” Marketing Dynamics Conference, UCLA, August 2006
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” Marketing Science Conference, Pittsburgh, June 2006
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” Conference on Innovative New Product Development: Engineering meets Marketing, IIT Madras, December 2005
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Global Takeoff of New Products: Role of Country, Product Type, and Time”, Product Development and Management Association (PDMA) Research Forum, San Diego, Oct 2005
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Global Takeoff of New Products”, Association of Pacific Rim Universities (APRU) Doctoral Students Conference, Oregon, August 2005
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “Global Takeoff of New Products: Role of Country, Product Type, and Time”, Marketing Science Conference, Atlanta, June 2005
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “The Global Penetration of New Products”, Conference on Innovation, Indian Institute of Management Bangalore, India, December 2004
- Chandrasekaran, D. (Author & Presenter), Tellis, G. J. (Author), “The Global Penetration of New Products”, Conference on Emerging Markets, Indian Institute of Management Kozhikode, India, December 2004

Invited and Work-in-progress Presentations, Posters & Panel Discussions

“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.

“Cross-Cultural Explorations of the Association between Attitudes and Behaviors relating to Food and BMI”, University of Texas at Rio Grande Valley, March 2021.

“New Challenges and Methods in Innovation Research”, Mizzou Marketing Strategy Consortium, March 2018

“Designing Offline Content to Increase Online Search,” UTSA Internal Seminar Series, UTSA, San Antonio, April 2016

“Technological Leapfrogging: How and Why Consumers Switch or Leapfrog to New Technologies across Categories and Nations”, University of Texas at San Antonio, Fall 2013

“Technological Leapfrogging: How and Why Consumers Switch or Leapfrog to New Technologies across Categories and Nations”, Work-in-progress seminar, University of Texas at Austin, Fall 2013

“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

“Does Familiarity Breed Content in Open Innovation?”, Internal Research Seminar Series, Marketing Department, Lehigh University, Fall 2009

“Catch Up, Leapfrogging and Slowdown in Global Adoption of New Products”, Internal Research Seminar Series, Marketing Department, Lehigh University, Fall 2008

“Choice of Career and Career Development”, Alumni Panel Discussion, Incoming PGP Batch Orientation, Indian Institute of Management Bangalore, June 2008

“Globalization and Market Penetration of New Products”, Women's Studies Faculty Research Forum (FRF), Lehigh University, January 2008

“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

“Getting a Grip on the Saddle: Cycles, Chasms or Cascades?”, University of North Carolina at Chapel Hill, 2006

“Getting a Grip on the Saddle: Cycles, Chasms or Cascades?”, Michigan State University, 2006

“Getting a Grip on the Saddle: Cycles, Chasms or Cascades?”, Lehigh University, 2006

“Getting a Grip on the Saddle: Cycles, Chasms or Cascades?”, Simon Fraser University, 2006

“Bottom of the Pyramid: Challenges and Opportunities”, International Conference on Innovation and New Product Development, Chennai, India, December 2006

“Management Education at Crossroads?”, Conference on Emerging Paradigms in Management Education, Anna University, Chennai, India, December 2005

Granting Activities

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

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

PhD Courses

Advanced Marketing Strategy seminar

Graduate Courses

International Marketing (Cross-listed, UT San Antonio)

Undergraduate Courses

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 & Branding, Principles of Marketing, Marketing Information and Analysis

Directed Student Learning

Independent study (June 2021-Aug 2021), Erika Zuloaga Cosme

Doctoral dissertation (Jan 2021-Present), Federica Rossetti

Independent Study (May 2020- Aug 2020), Federica Rossetti

Independent Study (May 2019-Aug 2019)- Federica Rossetti

Doctoral dissertation (Jan 2020-May 2020), Samantha Galvan

Doctoral research (Aug 2018- May 2019), Samantha Galvan

Honors Thesis (2018-2019), Carolina Cruz

Independent Study (August 2017- December 2017)- Mackenzie Smith

Internship (August 2017 - December 2017), Maison Kirk

RA Supervision (June 2017 - September 2017), Samantha Voelker
 RA Supervision (September 2014 - May 2017), Bradley Allen
 Internship (June 2016 - August 2016), William Oyarzabal
 Honors Thesis (June 2015 - December 2015), Charlene Reynoso
 Honors Thesis (May 2015), Charlene Reynoso

SERVICE

Department Service

2021	Department Chair Search Committee
2021-Present	Department faculty mentor
2020-Present	Dissertation committee chair- Federica Rossetti, University of Texas at San Antonio
2021-Present	Dissertation committee co-chair- Yi Yin, University of Texas at San Antonio
2020	Department Chair Search Committee
2020-Present	Dissertation committee member- Pallav Routh, University of Texas at San Antonio
2020-Present	Dissertation committee member- Samantha Galvan, University of Texas at San Antonio
2020-Present	Dissertation committee member- Yongseok Kim, University of Texas at San Antonio
2019-Present	Department Faculty Review Advisory Committee (DFRAC), University of Texas at San Antonio
2019-Present	Department Review Committee
2017	University of Houston Marketing Consortium - Faculty representative
2016 – 2018	Dissertation committee- Carlos Bauer, University of Texas at San Antonio
2015 – 2017	Dissertation committee- Bradley J. Allen, University of Texas at San Antonio
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

2021-2022	Faculty Fellow
2022	Women's History Month Committee
2019-Present	College of Business Faculty Workload Guidelines Committee

2020-Present	College of Business Rubrics Sub-Committee
2019-Present	College Faculty Review Advisory Committee (CFRAC), University of Texas at San Antonio
2016 – 2017	Committee Member, MBA SEAL TEAM member, University of Texas at San Antonio
2017	Attendee, Meeting, AACSB 5th year continuous improvement- meeting with Dr. Yunzeng Wang
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
2019-2020	University Awards Committee
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

Professional Service Activities

Leadership roles- Board Membership

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

Editorial Review Board

Associate Editor, Journal of Product Innovation Management

Editorial Review Board, Journal of the Academy of Marketing Science

Journal Reviewer (Ad hoc, to present)

Journal of Marketing

Marketing Science

Journal of Marketing Research

Journal of Product Innovation Management

International Journal of Research in Marketing

Management Science

MISQ

Marketing Letters

Journal of Business Research

Journal of Interactive Marketing

International Seminar Series Organization

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

Conference Organization

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 Counsellor and Discussant

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

Conference Reviewer

2021- Product Development and Management Association (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

Book Review

Innovation Equity, Offek, Muller and Libai, University of Chicago Press

External Advising

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