

**TRULASKE COLLEGE OF BUSINESS FULL-TIME FACULTY  
2019-2020**

<b>NAME</b>	<b>TEACHING AREAS</b>	<b>RESEARCH INTERESTS</b>
<b>DEPARTMENT OF MARKETING</b>		
Bei, Julien	Retail Marketing, Principles of Marketing	Substantive: Online Marketplaces, Retail Management, Channel Competition, Digital Marketing; Methodological: Applied Econometrics, Machine Learning, Deep Learning
Cothren, Courtney	Consumer Behavior, Marketing Management, Retail Marketing, Personal Selling, Procurement	Sales, retail, educational/corporate partnerships, experiential learning
Gopalakrishna, Srinath	Business-to-business marketing, sales force management, marketing analytics	Business marketing communications, trade shows, sales management, marketing models
Hodges, Brady	Global Marketing, Marketing Management	Consumer Behavior, Behavioral Pricing, Psycholinguistics, Semiotics, Cross-cultural Consumer Behavior
Keene, C. Wayne	Personal selling, marketing management, principles of marketing	Sales, Retail, Case-Based Reasoning, Problem-Based Learning Environments, and Factors in Teaching
Kim, Shinhye	Marketing Research, Marketing Management	Customer relationship management, customer engagement, sales management
Marinova, Detelina	Marketing analytics, marketing strategy and management	Sales and service interactions, frontline management, unstructured data, machine learning, healthcare marketing, innovation

Patil, Ashutosh	sales force management and allied areas; emerging markets; e-commerce; statistical modeling; research methods	marketing management; marketing research; marketing analytics involving statistical analyses; database management; business statistics; advanced research methods; measurements; multivariate statistical analysis; elements of consumer behavior
Poor, Joel	Introductory marketing principles, services marketing	Marketing Education
Rajendran, Suchi	Supply Chain Analytics	Supply chain analytics, big data analytics, healthcare delivery systems, multiple criteria decision making and quality assurance
Richins, Marsha L.	Marketing research, Applied Statistics	Materialism and marketing activities, consumption motives, credit overuse
Scheer, Lisa K.	Marketing strategy, Research methods	B2B relationships, marketing strategy, relationship marketing
Srinivas, Sharan	Business analytics, Applied predictive modeling, Service systems engineering and management, Systems simulation, Applied operations research	Service systems engineering and management, supply chain management, manufacturing & service operations management using emerging technologies, health informatics, drone-based logistics for last-mile deliveries
Syam, Niladri	AI and Machine Learning in Marketing and Sales, Sales analytics, marketing analytics, competitive marketing strategy, pricing strategy, supply chain analytics	AI and Machine Learning in Marketing, Game theoretic and analytical modeling, Salesforce management, Competitive strategy, Product customization, Product co-creation

Zou, Shaoming	International marketing, marketing management	International marketing, international business
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