

# Consortium Faculty

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**Sundar Bharadwaj**  
University of Georgia

Sundar Bharadwaj is the *Coca Cola Chair Professor of Marketing* at the Terry College of Business, University of Georgia and Senior Research Scholar at the Indian School of Business. He was listed among the 50 most productive researchers worldwide in the AMA journals for the decade 2007-2016 and in the top 4 marketing journals for the period 2008-2013 by the AMA DocSig. In 2017, his research on customer solutions received the Sheth Long-term impact award. He has received an Early Career Award from the Marketing Strategy Special Interest Group of the American Marketing Association. His work on cross-functional processes and manufacturing performance published in the *Information Systems Research* received the Runner-up award for Best Paper published in the journal. His research that introduces a relational process-oriented approach to customer solutions published in the *Journal of Marketing* was a finalist for the Maynard Award for theoretical contributions in 2007. His research on the process of marketing strategy making published in the *Journal of Marketing* was awarded the Marketing Science Institute/Paul Root Award for contribution to the Practice of Marketing in 1999 by the American Marketing Association. His framework for assessing a service firm's competitive advantage in a global market has been awarded for best research in services in 1993 by the American Marketing Association. Similarly, his research on the role of functional conflict in marketing strategy quality and creativity was awarded by the *Journal of Academy of Marketing Science* in 1996. His doctoral research on core competencies of a firm and brand equity was awarded by the American Marketing Association.





**Mike Brady**

Florida State University

Mike Brady is the Carl DeSantis Professor and chair, Department of Marketing, at Florida State University. His primary research interest has to do with factors that influence customer assessments of frontline service transactions. Mike has published articles in many top scholarly journals, and his research articles have been cited over 17,000 times to date. He has won numerous research, teaching and service awards, including the Christopher Lovelock Career Contributions to the Service Discipline Award in 2016. Mike is a member of the PhD Project's Circle of Champions and he is currently Associate Editor of *Journal of the Academy of Marketing Science* and the Editor-in-Chief of *Journal of Service Research*, which has the fourth-highest impact factor of any business journal.



**Deepa Chandrasekaran**

University of Texas, San Antonio

Deepa Chandrasekaran joined the UTSA College of Business in 2014 as assistant professor of marketing in the Department of Marketing. Deepa Chandrasekaran is an expert in the areas of new product diffusion, innovation management and international marketing strategy. Her research articles have been published in top marketing journals such as *Journal of Marketing*, *Marketing Science* and the *International Journal of Research in Marketing*.



Robert J. Trulaske, Sr.  
College of Business  
University of Missouri



**Frank Germann**

University of Notre Dame

Frank Germann (Ph.D., Penn State) is an Assistant Professor of Marketing at the University of Notre Dame. His research has been published in leading marketing journals, including the *Journal of Marketing*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, *Journal of Retailing*, and *Marketing Letters*. Germann has received teaching awards at both Penn State and Notre Dame, and some of his articles have won or been finalists of prestigious research awards. He was selected as a 2017 Marketing Science Institute Young Scholar, and he serves on the Editorial Review Boards of the *Journal of Marketing* as well as the *Journal of the Academy of Marketing Science* where he won a Best Reviewer award in 2017.



**David A. Griffith**

Lehigh University

David A. Griffith is Iacocca Chair and Chairperson of the Department of Marketing at Lehigh University. His research, focusing on inter-organizational relationships, global marketing strategy and innovation, has been published in the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of International Business Studies*, *Strategic Management Journal*, etc. He has been ranked in each of the last 5 years as amongst the most productive scholars in the AMA premier journals. A 2018 study of the international marketing literature ranked him 1<sup>st</sup> in terms of publication output based upon proportional authorship, and 5<sup>th</sup> in terms of citation impact over the last two decades. He served as the Editor-in-Chief (2008-2013) of the *Journal of International Marketing* and as a member of the AMA's Academic Council (2014-2017).



**Colleen M. Harmeling**  
Florida State University

Colleen M. Harmeling is an Assistant Professor of Marketing and Deans Emerging Scholar at Florida State University. Colleen's research focuses on engagement marketing theory and strategy with an emphasis relationship dynamics, transformational events, customer experience design that facilitating customer engagement, relationship recovery, and brand advocacy in business-to-business, service, and retail markets. Her research has appeared in *Journal of Marketing*, *Journal of Academy of Marketing Science*, *Journal of International Business Studies*, *Marketing Science Institute Working Paper Series*, and has been presented at numerous marketing conferences. She has edited a book and co-authored book chapters on customer engagement marketing and customer relationship development.



**Kelly Hewett**  
University of Tennessee

Kelly Hewett is Associate Professor of Marketing at the University of Tennessee's Haslam College of Business. Prior to joining UT, she worked for five years at Bank of America, where she was a senior vice president in the firm's corporate marketing group. In that position, she led corporate insights work, developed marketing strategies and served as a liaison among marketing, innovation, and new product development groups. Previously, she had a 10-year academic career, specializing in marketing strategy. Her research has been published in top academic journals in both Marketing and International Business fields. She currently teaches a course in the full-time MBA program on marketing insights, a Ph.D. seminar on marketing strategy, and also teaches in the Executive and Professional MBA programs.



### **Mark B. Houston**

Texas Christian University

Mark B. Houston Professor and Eunice and James L. West Chair in Marketing at Texas Christian University (TCU). Mark is affiliated with ASU's CSL and the University of Münster. He is coauthor of *Entertainment Science* (Springer), and his research appears in *Marketing Science*, *JM*, *JMR*, *JCR*, and *Journal of Financial and Quantitative Analysis*. He is an AE at *JM*, *JSR*, and *JAMS*. For AMA, Mark is a member of the Board of Directors, was President of the Academic Council, and co-chaired the Summer Educators' Conference and the AMA/Sheth Doctoral Consortium. An award-winning teacher, Mark has conducted research, consulting, and executive work with firms such as AT&T, Caterpillar, Dell, IBM, Marriott.com, and WellPoint. Prior to re-joining TCU in 2017, Mark was department head at Texas A&M.



### **Ajay K. Kohli**

Georgia Tech

Ajay K. Kohli is the Gary T. and Elizabeth R. Jones Chair at Georgia Tech. His research focuses on market orientation, customer solutions, sales management and B2B marketing. Professor Kohli is a former Editor-in-Chief of the *Journal of Marketing*. He currently serves as an AE for *JMR*, SE for *IJRM*, and ERB member for *JM*. Dr. Kohli has received several career awards, including the AMA/McGraw-Hill/Irwin award, the Paul D. Converse award, and the IIMC Distinguished Alumnus award. He has received two Honorary Doctorates, and is an AMA Fellow, EMAC Fellow, and ISBM Fellow. He has received several "best-paper" awards, including the Sheth Foundation/*JM* award (twice). Dr. Kohli worked in industry for six years prior to his academic career. He has taught at Emory University, Harvard Business School, UT – Austin, and at many European and Asian schools.



Robert J. Trulaske, Sr.  
College of Business  
University of Missouri



**Manfred Krafft**

University of Muenster, Germany



**Son K. Lam**

University of Georgia

Son K. Lam (Ph.D., University of Houston) is an Associate Professor of Marketing at the Terry College of Business, the University of Georgia. Dr. Lam's research interests span three broad substantive areas: sales management and personal selling, internal marketing, and customer-company/brand relationships. Dr. Lam has published in a variety of premiere academic journals in marketing and management, including the *Journal of Marketing Research*, the *Journal of Marketing*, *Strategic Management Journal*, the *Journal of the Academy of Marketing Science*, *AMS Review*, the *Journal of Retailing*, *Organizational Behavior and Human Decision Processes*, the *Journal of Service Research*, among others. Dr. Lam was an MSI Young Scholar in 2013.







### **Leigh McAlister**

University of Texas at Austin

Leigh McAlister is the Ed and Molly Smith Chair in Business Administration at the McCombs School of Business, University of Texas at Austin. She received her PhD from Stanford University and she served on the faculties of University of Washington and MIT before joining University of Texas at Austin. She has won many teaching awards and research awards including *JMR*'s O'Dell Award, *JR*'s Davidson Award. In 2014, she received the Mahajan Award for Lifetime Achievements in Strategy Research, was named the AMA/Irwin/McGraw-Hill Distinguished Marketing Educator and was a member of the Inaugural Class of Fellows of the American Marketing Association. Long associated with the Marketing Science Institute, she served there as Executive Director from 2003-2005. Currently her research focuses on determinants of firm value and implications of web communications. She serves as Area Editor at *Journal of Marketing* and *Journal of Consumer Research*.



### **Neil A. Morgan**

Indiana University

Neil A. Morgan is a Professor and PetSmart Distinguished Chair of Marketing at Indiana University's Kelley School of Business. He has previously held faculty positions at UNC's Kenan-Flagler Business School, Cambridge University's Judge Business School, and Cardiff University's Cardiff Business School, and been a visiting professor at the University of Michigan's Ross School of Business. He received his Ph.D. in Business Administration from the University of Wales. His research interests span marketing and strategic management issues but mainly focus on marketing strategy implementation and linkages between marketing-related resources and capabilities and firm performance. His work has been published in numerous journals including: *Journal of Marketing*, *Marketing Science*, *Strategic Management Journal*, *Journal of Operations Management*, *Decision Sciences*, *International Journal of Research in Marketing*, and *Journal of the Academy of Marketing Science*. His research has been widely recognized, including: AMA Global Marketing SIG "Excellence in Global Marketing Research Award" (2013); Emerald "Citation of Excellence" Award (2013); and Finalist *Journal of Marketing* Harold H. Maynard Award (2013, 2015 and 2016) and MSI/Root Award (2015) His current research projects focus on marketing performance assessment, the role of the CMO and marketing department, marketing's role in enhancing efficiency, and brand management and CRM capabilities. Neil serves as



**Robert J. Trulaske, Sr.**

**College of Business**

University of Missouri

Co-Editor of *Journal of Marketing* (2017-date) and Associate Editor of *Journal of the Academy of Marketing Science* (2015-date). He also serves as a member of numerous other editorial boards including: *Journal of International Business Studies*, *International Journal of Research in Marketing*, and *Journal of International Marketing*.



**Sourav Ray**

McMaster University, Canada

Sourav Ray's expertise is in Industrial and Retail Marketing strategies with specific research interests in Strategic Pricing and Distribution Channel issues. Recent topics of his research include using Big Data technologies for managing distribution channels, and dynamic pricing and product marketing practices in high-tech markets and Fast Moving Consumer Goods (FMCG) retail. His research has been published in the top international journals of the field and has won several international awards. He has won multiple competitive research grants from prestigious granting agencies. Dr. Ray has consulted for a broad range of client firms on strategic marketing issues and taught marketing at multiple levels, spanning Executive Education, Ph.D., MBA and Undergraduate programs.



**Lopo Rego**

Indiana University

Lopo Rego is Associate Professor of Marketing at the Indiana University Kelley School of Business. Professor Rego holds a Ph.D. from the University of Michigan and his research and consulting interests focus on understanding how marketing strategies, investments, and actions (e.g., advertising, customer relationship management, brand strategy, etc.) influence firm performance outcomes (ranging from product market performance to financial performance), and ultimately contribute to shareholder wealth creation. The main goals of his research are to identify generalizable patterns regarding how marketing strategies and actions explain differences in firm performance, and to understand the boundary conditions for these observed patterns.







**Alok R. Saboo**

Georgia State University

Alok R. Saboo is assistant professor of marketing and assistant director of CEBCM at J. Mack Robinson College of Business, Georgia State University. He received his Ph.D. from the Pennsylvania State University and is primarily interested in investigating the effectiveness of firms' marketing actions and helping firms increase the returns on their marketing investments. His research is published in premier journals including *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Management Information Systems Quarterly (MISQ)*, *International Journal of Research in Marketing*, and *Journal of Service Research*. He serves on the editorial review board of *Journal of Marketing* and *Journal of Business Research*. In 2017, he was named by Poets and Quants as one of the *Top 40 Professors Under 40 Worldwide*.



**Denish Shah**

Georgia State University

Dr. Shah is the Barbara and Elmer Sunday Associate Professor of Marketing, Director of the Social Media Intelligence Lab and Director of the Master of Science in Marketing program at Georgia State University. His research focuses on issues pertaining to linking marketing strategies to the financial performance of firms. His research approach entails developing new conceptual frameworks and/or conducting quantitative analyses to develop data-driven managerial insights. His research has been published in the *Journal of Marketing Research*, *Harvard Business Review*, *Marketing Science*, *Journal of Marketing*, *Sloan Management Review* and several other outlets. Dr. Shah's research has been a finalist or winner of six best paper awards and three dissertation-based awards. He is a 2015 MSI Young Scholar and recipient of five teaching excellence awards.





**Rebecca J. Slotegraaf**

Indiana University

Rebecca J. Slotegraaf is the Conrad Prebys Professor of Marketing and Chairperson of the Doctoral Programs at the Kelley School of Business, Indiana University. She also serves as President of the Academic Council for the American Marketing Association. Rebecca's research focuses broadly on new product introduction and design, brand strength, and marketing assets and capabilities. Her work has appeared in the *Journal of Marketing Research*, *Journal of Marketing*, *Organization Science*, and other top marketing and management journals. Rebecca serves as an Area Editor for the *Journal of Marketing* and serves on the editorial review boards of *JMR*, *JAMS*, *IJRM*, *Journal of International Marketing*, and *JPIM*. She has received several awards, including the Jagdish N. Sheth Award for best paper published in *JAMS*, the IU Trustees Teaching Award, and an Innovative Teaching Award.



**Alina Sorescu**

Texas A&M University

Alina Sorescu is Professor of Marketing, holder of the Paula and Steve Letbetter '70 Chair in Business, and Director of the Ph.D. in Business Administration Program – Marketing at the Mays Business School, Texas A&M University. Her research focuses on business models, innovation, branding, acquisitions and alliances, and measuring the financial value of marketing actions. Her research appears in *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing* and others. Alina serves on the editorial boards of the *Journal of Marketing Research*, *Marketing Science* and the *Journal of the Academy of Marketing Science* and she has recently been appointed Associate Editor at the *Journal of Marketing*. Her favorite professional activity is working with doctoral students.



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College of Business

University of Missouri



**Raji Srinivasan**

University of Texas at Austin

Sam Barshop Centennial Professor of Marketing Administration, Red McCombs School of Business, Raji received her PhD from Pennsylvania State University, USA in 2000 and her MBA from Indian Institute of Management, Ahmedabad, India (1983). Before that, she has a Master degree in Physics from Madras University. Raji has published several papers in leading marketing journals including Journal of Marketing, Management Science, and Journal of Marketing Research. Raji is the Inaugural Recipient of the American Marketing Association's Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor (Winter 2009) and a recipient of the Marketing Strategy SIG of the American Marketing Association's Varadarajan Award for Early Career Contributions to Marketing Strategy Research (Summer 2010).



**Seshadri Tirunillai**

University of Houston

Seshadri Tirunillai received his PhD in Business Administration (concentration: Marketing) from University of Southern California. His research interests are in empirically answering interesting questions in digital media, marketing strategy and sales. His past honors include the John A. Howard/AMA Doctoral Dissertation Award (2012), Lehmann Award (2015) for best paper based on dissertation in Journal of Marketing/ Journal of Marketing Research and Best paper based on doctoral dissertation at European Marketing Conference (2009). He was a finalist for Bass Dissertation award (2014, Marketing Science) and had an honorable mention in Shankar-Spiegel Award (2008), instituted by Marketing EDGE (formerly Direct Marketing Educators Foundation).





### **Clay Voorhees**

Michigan State University

Dr. Clay Voorhees is an Associate Professor of Marketing at Michigan State University. He received his Ph.D. from Florida State University in 2006. His research has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Science*, *Strategic Management Journal*, *Journal of Retailing*, *Journal of Service Research*, among others. Clay's research focuses on the explanation and management of the dynamics of social exchange and social influence. Within this theoretical umbrella, he focuses on projects related to customer experience management and relationship marketing, often in service contexts. In 2016, Clay received the "Best Services Marketing Article" award from the American Marketing Association and in 2015, he received the Emerging Service Scholar award from the American Marketing Association. In addition, his research has received the 2011, 2012, and 2015 Industry Relevance Awards from Cornell's Center for Hospitality Research and has been featured in media outlets as: Wall Street Journal, TIME Magazine, BusinessWeek, USA Today, U.S. News and World Report, and numerous other domestic and international periodicals. In addition to research, Clay teaches a range of courses at the masters and doctoral levels focused on innovating and launching new goods and services, insights and analytics, and marketing management.



### **Kenneth H. Wathne**

University of Stavanger Business School, Norway

Kenneth H. Wathne earned his Ph.D. at the Copenhagen Business School. Prior to joining the faculty at University of Stavanger Business School, he worked as an Assistant Professor at University of Wisconsin-Madison and Professor at BI Norwegian Business School. He has published in the *Journal of Marketing* and the *Journal of Marketing Research*, contributed to book chapters on interorganizational relationships, and currently serves on the Editorial Review Board of the *Journal of Marketing*, *Journal of Retailing*, *International Journal of Research in Marketing*, *Journal of Business-to-Business Marketing*, *Journal of Personal Selling & Sales Management*, and *AMS Review*. Wathne's teaching interests include marketing strategy, marketing channels, business-to-business marketing, and marketing research. He is four-time recipient of the Mu Kappa Tau Marketing Professor of the Year award.



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**College of Business**

University of Missouri



**Manjit S. Yadav**

Texas A&M University

Manjit S. Yadav is a professor of marketing at Texas A&M University. He received his Ph.D. (Marketing) at Virginia Tech, Blacksburg, VA with a minor in Management Science and his B.S. (Mechanical Engineering) with a minor in Industrial Management at the Indian Institute of Technology in Roorkee, India. His research focus is primarily in digital marketing strategy, technology and innovation management, and knowledge development processes in a discipline. His research has been published in the *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, among others.



Robert J. Trulaske, Sr.  
College of Business  
University of Missouri