

SRINATH GOPALAKRISHNA

ADDRESS

Professor of Marketing
David and Judy O'Neal MBA Professor
Robert J. Trulaske Sr. College of Business
University of Missouri
434 Cornell Hall, Columbia, MO 65211

EDUCATION and CERTIFICATIONS

Doctor of Philosophy (Marketing), 1988.
Krannert Graduate School of Management, Purdue University, West Lafayette, IN.
Dissertation Title: "A Dynamic Model for Planning the Communications Mix for
Industrial Products".
Dissertation Committee Chair: Professor Rabikar Chatterjee

Master of Business Administration, 1980.
Indian Institute of Management, Ahmedabad (India).
Specialization: Marketing

Bachelor of Technology, 1977.
Indian Institute of Technology, Kanpur (India).

ACADEMIC EXPERIENCE

Professor of Marketing (Fall 2008 – present)

Associate Professor of Marketing (2000 – 2008)
Trulaske College of Business
University of Missouri
Columbia, MO 65211

Assistant Professor of Marketing (1996 – 2000)
College of Business
University of Missouri
Columbia, MO 65211

Assistant Professor of Marketing (1988 – 1996)
Smeal College of Business Administration
The Pennsylvania State University
University Park, PA 16802

BUSINESS/PROFESSIONAL EXPERIENCE

Consultant, Maritz Performance Improvement Company, St. Louis, MO, Aug-Dec 2002.

Consultant, AT&T Bell Laboratories, Murray Hill, NJ, July-December 1992.

Steel Tubes of India Limited (1980-84): Regional Sales Manager (1983-84)
Assistant Marketing Manager (1981-83)
Market Research Executive (1980-81).

Indian Aluminum Company Limited Metallurgist, Research and Development
(subsidiary of ALCOA): Division (1977-78).

PUBLICATIONS

Peer reviewed journal articles (learning and pedagogical research, contributions to practice, and/or discipline-based scholarship)

Publications in Refereed Journals

Gopalakrishna, Srinath, Jason Garrett, Murali Mantrala and Shrihari Sridhar (2016), “Assessing Sales Contest Effectiveness: The Role of Salesperson and Sales District Characteristics”, *Marketing Letters*, forthcoming.

Sridhar, Shrihari, Clay M. Voorhees and Srinath Gopalakrishna (2015), “Assessing the Drivers of Short- and Long-Term Outcomes at Business Trade Shows”, *Customer Needs and Solutions*, 2, 3, 222-229.

Garrett, Jason and Srinath Gopalakrishna (2010), “Customer Value Impact of Sales Contests”, *Journal of the Academy of Marketing Science*, 38, 6, 775-786.

Mantrala, Murali K., Sönke Albers, Fabio Caldieraro, Ove Jensen, Kissan Joseph, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, Rajiv Lal and Leonard Lodish (2010) “Sales Force Modeling: State of the Field and Research Agenda”, *Marketing Letters*, 21, 3, 255-272.

Gopalakrishna, Srinath, Catherine Roster and Shrihari Sridhar (2010), “An Exploratory Study of Attendee Activities at a Business Trade Show”, *Journal of Business and Industrial Marketing*. 25, 4, 241-248.

Palmatier, Robert, Srinath Gopalakrishna and Mark Houston (2009), “How Companies Can Measure the Success of Their Relationship Marketing Investments”, *Marketing Intelligence Review*, Volume 1, 24-35.

Mantrala, Murali K., Sonke Albers, Srinath Gopalakrishna and Kissan Joseph (2008), “Introduction: Special Issue on Enhancing Sales Force Productivity”, *Journal of Personal Selling and Sales Management*, 28, 2 (Spring), 109-113.

Palmatier, Robert W., Lisa K. Scheer, Mark B. Houston, Kenneth R. Evans and Srinath Gopalakrishna (2007), "Use of Relationship Marketing Programs in Building Customer-Salesperson and Customer-Firm Relationships: Differential Influences on Financial Outcomes", *International Journal of Research in Marketing*, 24, 210-223.

Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee (2006), "A Three-Stage Model of Integrated Marketing Communications at the Marketing-Sales Interface", *Journal of Marketing Research*, 43 (November), 564-579.

Mantrala, Murali K., P.B. Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna and Antonie Stam (2006), "Optimal Pricing Strategies for an Automotive Aftermarket Retailer", *Journal of Marketing Research*, 43 (November), 588-604.

Palmatier, Robert W., Srinath Gopalakrishna and Mark B. Houston (2006), "Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits", *Marketing Science*, 25, 5 (September-October), 477-493.

Smith, Timothy M., Srinath Gopalakrishna and Paul M. Smith (2004), "The Complementary Effect of Trade Shows on Personal Selling", *International Journal of Research in Marketing*, 21, 61-76.

Wagner, William B. and Srinath Gopalakrishna (2001), "Incorporating Shortage Strategies in Industrial Marketing", *Journal of Business and Industrial Marketing*, 16, 7, 540-552.

Dekimpe, Marnik G., Pierre Francois, Srinath Gopalakrishna, Gary L. Lilien and Christophe Van den Bulte (1997), "Generalizing About Trade Show Effectiveness: A Cross-National Comparison", *Journal of Marketing*, 61, 4 (October), 55-64.

Gopalakrishna, Srinath, Gary L. Lilien, Jerome D. Williams and Ian K. Sequeira (1995), "Do Trade Shows Pay Off?" *Journal of Marketing*, 59, 3 (July), 75-83.

Gopalakrishna, Srinath and Gary L. Lilien (1995), "A Three-Stage Model of Industrial Trade Show Performance", *Marketing Science*, 14, 1 (Winter), 22-42.

Reed Exhibitions, Boston, in conjunction with the Center for Exposition Industry Research (CEIR), implemented the model in six trade shows during 1995-96. The International Association of Exposition Management (IAEM) circulated an executive summary to its 4000 members worldwide. The paper was a finalist for the John D. C. Little award for best paper in *Marketing Science* in 1995.

Williams, Jerome D., Srinath Gopalakrishna and Jonathan M. Cox (1993), "Trade Show Guidelines for Smaller Firms", *Industrial Marketing Management*, 22 (November), 265-275.

Gopalakrishna, Srinath and Jerome D. Williams (1992), "Planning and Performance Assessment of Industrial Trade Shows: An Exploratory Study", *International Journal of Research in Marketing*, 9, 3 (August), 207-224.

Gopalakrishna, Srinath and Rabikar Chatterjee (1992), "A Communications Response Model for a Mature Industrial Product: Application and Implications", *Journal of Marketing Research*, 29 (May), 189-200.

Research Monographs (teaching/pedagogical, practice/applied and/or discipline-based research)

Books (textbooks, professional/practice/trade, and/or scholarly)

Chapters in books (textbooks, professional/practice/trade, and/or scholarly)

Gopalakrishna, Srinath and Gary L. Lilien (2012), Trade Shows in the Business Marketing Communications Mix, *Handbook of Business-to-Business Marketing*, Edward Elgar Publishing, Chapter 13, 226-245.

Williams, Jerome D. and Srinath Gopalakrishna (1994), "Industrial Publicity", in *The Handbook of Business Marketing Management, Advances in Business Marketing and Purchasing*, Vol. 6, Arch G. Woodside, ed., Greenwich, CT: JAI Press, Inc. 259-301.

Peer reviewed proceedings from teaching/pedagogical meetings, professional/practice meetings, and/or scholarly meetings

Non-peer reviewed journals (learning and pedagogical, contributions to practice, and/or discipline-based scholarship). School must provide substantive support for quality

Others (peer reviewed cases with instructional materials, instructional software, publicly available material describing the design and implementation of new curricula or courses, technical reports related to funded projects, publicly available research working papers, etc. please specify)

Sridhar, Shrihari, Clay M. Voorhees and Srinath Gopalakrishna (2014), "Assessing the Drivers of Short and Long-Term Outcomes at Business Trade Shows", MSI Working Paper Series 14-114, Cambridge, MA.

Gopalakrishna, Srinath (2007), "Assessing the Impact of Sales Incentive Programs: A Business Process Perspective", Research report, The Incentive Research Foundation, New York, NY. (www.theirf.org)

Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee (2006), "Integrated Marketing Communications at the Marketing-Sales Interface", MSI Working Paper Series 06-102, Cambridge, MA.

- Mantrala, Murali K., P.B. Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna and Antonie Stam (2006), "Developing Optimal Store-level Pricing Strategies for an Automotive Aftermarket Retailer", MSI Working Paper Series 06-105, Cambridge, MA.
- Gopalakrishna, Srinath and Jason Garrett (2005), "An Exploratory Study of Sales Incentive Programs", Research report, Forum for People Performance Management & Measurement, Northwestern University, Evanston, IL.
- Palmatier, Robert and Srinath Gopalakrishna (2005), "Determining the Payoff from Relationship Marketing Programs", MSI Working Paper Series 05-102, Cambridge, MA.
- Gopalakrishna, Srinath (2004), "Measuring the ROI of Sales Incentive Programs", Research Report, SITE Foundation, Society of Incentive and Travel Executives, New York. The report also appears on the website of the Forum for People Performance Management & Measurement, Northwestern University.
www.performanceforum.org
- Gopalakrishna, Srinath and Richard Steinberg (2001), "Pulsing versus Uniform Advertising: The Impact of Production Costs", Working Paper, University of Cambridge.
- Smith, Timothy M., Srinath Gopalakrishna and Paul M. Smith (1999), "Trade Show Synergy: Enhancing Sales Force Efficiency", Institute for the Study of Business Markets, Penn State University, ISBM Report 24-1999.
- Dekimpe, Marnik G., Pierre Francois, Srinath Gopalakrishna, Gary L. Lilien and Christophe Van den Bulte (1997), "Booth vs. Stand", ISBM Insights, Institute for the Study of Business Markets, Penn State University, Volume 7, No. 4, 1997.
- Gopalakrishna, Srinath and Christophe van den Bulte (1994), "Effect of Relative Booth Location on Lead Generation at an Industrial Trade Show," *Proceedings*, Vol. 2, Josee Bloemer, Jos Lemmink and Hans Kasper, eds., Maastricht: European Marketing Academy, 1295-1297.
- Gopalakrishna, Srinath and Gary L. Lilien, "How to Tell When 'Show and Sell' is Working", *ISBM Insights*, Institute for the Study of Business Markets, Penn State University, March 1993.
- Gopalakrishna, Srinath and Jerome D. Williams, "Trade Offs in Trade Shows: Choosing the Right Shows, Setting The Right Budget", *ISBM Insights*, Penn State University, October 1991.

Unpublished Submissions

Bloch, Peter H., Srinath Gopalakrishna, Andrew T. Crecelius and Marina S. Murarolli, “Assessing the Impact of Design Elements on Trade Show Booth Attractiveness”. Submitted to *Journal of Business-to-Business Marketing*, March 2016.

Research in Progress

Gopalakrishna, Srinath, Andrew Crecelius and Ashutosh Patil, “Assessing the Drivers of Effective Salesperson Prospecting and Conversion in New Customer Acquisition”. Currently being revised for submission by August 2016.

Gopalakrishna, Srinath, Justin Lawrence and Edward C. Malthouse, “Managing the Customer Experience at Business Trade Shows”. Currently repositioning the paper with new data for submission to a top-tier journal by late summer 2016.

Gopalakrishna, Srinath, Andrew Crecelius, and Raghuram Iyengar, “The Impact of External Network Resources on Sales Prospecting Outcomes”. Draft being revised for submission by August 2016.

Garrett, Jason, and Srinath Gopalakrishna “Investigating Group Motivation Gains in Sales”. Manuscript being revised for submission by September 2016.

PRESENTATIONS

Peer reviewed paper presentations at teaching/pedagogical meetings, professional/practical meetings, and/or academic meetings

Conference Presentations

Malthouse, Edward C., Srinath Gopalakrishna and Justin Lawrence, “Measuring and Managing the Customer Experience at Business Trade Shows”, *Great Lakes NASMEI Marketing Conference*, Great Lakes Institute of Management, Chennai, India, December 2015.

Crecelius, Andrew and Srinath Gopalakrishna, “The Interaction between Salesperson Networking Behaviors and Marketing Communications: An Exploratory Study”, *Marketing Science Conference*, Baltimore, MD, June 2015.

Crecelius, Andrew and Srinath Gopalakrishna, “Understanding the Relationship between Salesperson Networking Behaviors and Sales Productivity: A Perspective from Self-Determination Theory”, *5th Biennial Enhancing Sales Force Productivity Conference*, Georgia Institute of Technology, Atlanta, GA, June 2015.

Gopalakrishna, Srinath, Andrew Crecelius and Ashutosh Patil, “Assessing the Drivers of Sales Prospecting and Conversion Effectiveness: An Empirical Study”, *Theory and Practice in Marketing Conference*, Georgia State University, Atlanta, GA, June 2015.

- Malthouse, Edward C., Srinath Gopalakrishna and Justin Lawrence, "Measuring and Managing the Customer Experience at Business Trade Shows: An Empirical Study", *Conference on Customer Engagement and CRM* sponsored by MSI and JAMS, HEC Paris, June 2015.
- Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "The Impact of External Network Resources on Sales Prospecting Outcomes", *WashU-Mizzou Marketing Research Camp*, Washington University in St. Louis, April 2015.
- Gopalakrishna, Srinath, "Practitioner-Academic Partnerships in B-to-B Research: Opportunities and Case Examples in Event Marketing". Chair, Special Session, ISBM Academic Conference, San Francisco State University, July 2014. (Panelist: Skip Cox, President and CEO, Exhibit Surveys, Inc.).
- Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "The Impact of Salesperson Social Network Structure on Sales Prospecting Effectiveness", Marketing Science Conference, Emory University, Atlanta, GA, June 2014.
- Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "Leveraging Social Networks to Improve Sales Prospecting Outcomes", *Thought Leadership on the Sales Profession* Conference, Columbia University, New York, June 2014.
- Garrett, Jason and Srinath Gopalakrishna, "Investigating Group Motivation Gains in Sales", NASMEI Conference, Great Lakes Institute of Management, Chennai, India, December 2013.
- Gopalakrishna, Srinath, Jason Garrett, Murali Mantrala and Hari Sridhar, "Assessing Sales Contest Effectiveness: A Salesperson-Level Empirical Analysis", 4th Sales Force Productivity Conference, Muenster, Germany, July 2013.
- Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "Linking Social Network Structures to Sales Prospecting Outcomes", Marketing Science Conference, Istanbul, Turkey, July 2013.
- Gopalakrishna, Srinath, Jason Garrett, Murali Mantrala and Shrihari Sridhar, "Assessing Sales Contest Effectiveness: Role of Salesperson and District Characteristics", NASMEI Conference, Great Lakes Institute of Management, Chennai, India, December 2012.
- Sridhar, Shrihari, Clay Voorhees, Srinath Gopalakrishna and Gaurav Sabnis, "The Drivers of Short and Long-Term Outcomes at Business Trade Shows", ISMS Practice Prize Competition, University of Maryland, Washington D.C., December 2011.

- Chandrasekhar, Suj and Srinath Gopalakrishna, “An Investigation of the Relationship between R&D and Marketing in the New Product Development Process” Marketing Science Conference, Houston, June 2011.
- Gopalakrishna, Srinath and Gary Lilien, “Trade Shows in the B-to-B Communications Mix” B-to-B Marketing Handbook Authors’ Mini-Conference, Harvard Business School, August 2010.
- Gopalakrishna, Srinath, “Trade Show Effectiveness: Putting Science Behind the Sizzle”, Chair, Special Session on Trade Shows, ISBM Academic Conference, Harvard Business School, August 2010. (Panelists: Shrihari Sridhar and Clay Voorhees, Michigan State University, Skip Cox, Exhibit Surveys Inc., David Rich, George P. Johnson Company).
- Sridhar, Shrihari, Clay Voorhees and Srinath Gopalakrishna, “Assessing the Drivers of Short and Long-term Outcomes at Business Trade Shows” Marketing Science Conference, Cologne, June 2010.
- Garrett, Jason and Srinath Gopalakrishna, “Investigating Short-term Performance Gains in Sales Teams”, Third Biennial Conference on Enhancing Sales Force Productivity, University of Kansas, Edwards Campus, Kansas City, April 2010.
- Gopalakrishna Srinath, Shrihari Sridhar and Gary L. Lilien, “The Dynamics of Trade Show Effectiveness: Implications for Show Selection and Budgeting”, ISMS INFORMS Society for Marketing Science, Practice Prize Competition, Sloan School of Management, MIT, Cambridge, MA, January 2010.
- Gopalakrishna, Srinath, “Enhancing Customer Relationships through Trade Shows and Technology”, AMA Summer Educators’ Conference, Chicago, August, 2009.
- Gopalakrishna Srinath, Shrihari Sridhar and Gary L. Lilien, “Exploring the Dynamics of Trade Show Effectiveness”, NASMEI Conference, Great Lakes Institute of Management, Chennai, India, December 2008.
- Gopalakrishna Srinath, “Assessing the Effectiveness of Sales Contests and Team Selling”, Erin Anderson Invitational B2B Research Conference, The Wharton School, Philadelphia, October 2008.
- Gopalakrishna Srinath, Shrihari Sridhar and Gary L. Lilien, “The Dynamics of Trade Show Marketing and Implications for Optimal Planning”, Institute for the Study of Business Markets Academic Conference, San Diego, CA, August 2008.
- Gopalakrishna Srinath, Shrihari Sridhar and Gary L. Lilien, “The Dynamics of Trade Show Marketing and Implications for Optimal Planning”, Marketing Science Conference, Vancouver, June 2008.

- Garrett, Jason and Srinath Gopalakrishna, "Assessing the Customer Value Impact of Sales Contests", Second Biennial Conference on Enhancing Sales Force Productivity, Christian-Albrechts-University at Kiel, Germany, May 2008.
- Chatterjee, Rabikar, Srinath Gopalakrishna and Timothy M. Smith, "Effective Integration of Marketing and Sales: The Role of Customer Message Management", Marketing Science Conference, Singapore, June 2007.
- Gopalakrishna, Srinath, Gary L. Lilien and Shrihari Sridhar, "Studying Visitor Behavior at a Business Trade Show to Assess Value Creation", Marketing Science Conference, Singapore, June 2007.
- Garrett, Jason and Srinath Gopalakrishna, "Investigating Performance Gains in Sales Teams", Marketing Science Conference, University of Pittsburgh, June 2006.
- Gopalakrishna, Srinath, Jason Garrett, Murali K. Mantrala and J. David Moore, "A Dynamic Model for Assessing Sales Contest Effectiveness", Marketing Science Conference, Emory University, Atlanta, June 2005.
- Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee, "A Three-Stage Response Model of Integrated Marketing Communications with Dynamic Effects" Marketing Science Conference, Emory University, Atlanta, June 2005.
- Mantrala, Murali K., Seethu Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna and Antonie Stam, "Optimal Pricing Strategies for an Automotive Aftermarket Retailer", Conference on Practitioner-Academic Collaborative Research, Yale University, December 2004.
- Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee, "A Three-Stage Response Model of Integrated Marketing Communications with Dynamic Effects", Conference on Practitioner-Academic Collaborative Research, Yale University, December 2004.
- Gopalakrishna, Srinath, Jason Garrett, Murali K. Mantrala and J. David Moore, "Assessing the Effectiveness of Sales Contests", Conference on Practitioner-Academic Collaborative Research, Yale University, December 2004.
- Palmatier, Robert W. and Srinath Gopalakrishna, "ROI of Relationship Marketing Programs: Leveraging Investments through Customer, Salesperson and Selling Firm Strategies", Academic Workshop on *New Priorities and Challenges for Business-to-Business Marketers*, Harvard Business School, August 2004.
- Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee, "A Three-Stage Response Model of Integrated Marketing Communications with Dynamic Effects", Marketing Science Conference, Erasmus University, Rotterdam, June 2004.

Palmatier, Robert W. and Srinath Gopalakrishna, "A Multi-level Model of the ROI of Relationship Marketing Investments", Marketing Science Conference, Erasmus University, Rotterdam, June 2004.

Faculty Research Seminar (teaching/pedagogical, practice oriented, and/or discipline-based research seminar)

Invited Presentations

Gopalakrishna, Srinath, "Confronting Research Challenges: Acquiring Funding and Data", ISBM Ph.D. B-to-B Research Camp, San Francisco State University, July 29, 2014.

Gopalakrishna, Srinath and Suj Chandrasekhar, "Marketing-Sales Disconnect: Case Studies", ISBM Annual Members' Meeting, Penn State University, September 15, 2010.

Gopalakrishna, Srinath, "Working with Companies: How to Gain Cooperation and Data", ISBM Ph.D. B-to-B Research Camp, Harvard Business School, August 11, 2010.

Gopalakrishna, Srinath, "Assessing the Effectiveness of Sales Contests", Research Camp, Penn State University, April 9, 2010.

Gopalakrishna, Srinath, "Assessing the Effectiveness of Sales Contests", ISBM Webinar (25 attendees), November 20, 2008.

Gopalakrishna, Srinath, "The Complementary Effect of Exhibitions on Personal Selling: An Integrated Communications Approach", Marketing Summit, Healthcare Convention and Exhibitors Association, Baltimore, January 2007.

Gopalakrishna, Srinath, "Assessing Value Creation at Business Trade Shows", Institute for the Study of Business Markets Academic-Practitioner Challenge, Chicago, August 2006.

Gopalakrishna, Srinath, Jason Garrett, Murali K. Mantrala, and David Moore "Determining the Effectiveness of Sales Contests", Management Science and Technology Seminar, University of Kansas, Lawrence, April 2006.

Gopalakrishna, Srinath, "Working with Companies: Survey Research, Field Research", Ph.D. Student Camp for Research in Business-to-Business Markets, Sponsored by Institute for the Study of Business Markets, San Francisco, July 2005.

Gopalakrishna, Srinath and Jason Garrett, "An Exploratory Study of Sales Incentive Programs", Forum for People Performance Management & Measurement, Northwestern University, Evanston, November 2004.

Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee, “A Three-Stage Response Model of Integrated Marketing Communications”, presented to Renewal Corporation, Minneapolis, October 2004.

Gopalakrishna, Srinath, “The Science Behind Sales Incentives”, the Motivation Show, Incentive Marketing Association, Chicago, September 2004.

Other

Presented my research periodically to Marketing Department Advisory Board, University of Missouri. (May 2014)

PROFESSIONAL MEMBERSHIPS/COMMITTEES/OFFICES

Institute for Operations Research and the Management Sciences
American Marketing Association
Associate Member, Center for Exhibition Industry Research
Beta Gamma Sigma

PROFESSIONAL ACTIVITIES

Editor

Reviewer

(Appeared in *Journal of Marketing* in 2008):

“The Complete Guide to Accelerating Sales Force Performance” by Andris A. Zoltners, Prabhakant Sinha and Greggor A. Zoltners, American Management Association, New York, 2001.

“Sales Force Design for Strategic Advantage” by Andris A. Zoltners, Prabhakant Sinha and Sally E. Lorimer, Palgrave Macmillan, New York, 2004.

Editorial Review Board: *Journal of Business-to-Business Marketing* (1993 - present), *Journal of Personal Selling and Sales Management* (2007).

Reviewer: *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *International Journal of Research in Marketing*, *European Journal of Marketing*, *Journal of Business-to-Business Marketing*, *International Journal of Hospitality Management*.

Co-editor: *JPSSM Special Issue on Sales force Productivity*, 2007.

Reviewer: *ISBM Doctoral Dissertation Competition 2005-06, 2006-07, 2007-08*; *AMA Winter Educators' Conference 1993, 1996, 1997, 2001, 2015* and *AMA Summer*

Educators' Conference 1993, 1997, 2014, 2015 European Marketing Academy (EMAC) Conference 2008, 2012.

Prof. Development/Training

Attended a one-day short course titled "Successful Data Mining in Practice" sponsored by American Statistical Association, Department of Statistics, University of Missouri, October 2013.

Other

GRANTS

Gopalakrishna, Srinath, Andrew Crecelius and Ashutosh Patil, "Assessing the Drivers of Sales Prospecting Effectiveness: An Empirical Study". Funded by Marketing Science Institute, 2015. (\$5,000)

Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "Leveraging the Social Network to Improve Sales Prospecting Outcomes". Funded by Marketing Science Institute and Sales Excellence Institute, 2013. (\$14,000)

The proposal was one of five winners in a competitive set of international submissions.

Sridhar, Shrihari, Clay M. Voorhees and Srinath Gopalakrishna, "Assessing the Drivers of Short and Long-Term Outcomes at Business Trade Shows". Funded by Marketing Science Institute, Cambridge, 2009. (\$9,500).

Gopalakrishna, Srinath, "Assessing Value Creation at Business Trade Shows". Funded by the Institute for the Study of Business Markets, Penn State University, 2006-2007. (\$15,000).

Gopalakrishna, Srinath, "A Comprehensive Assessment of the Effectiveness of Sales Incentive Programs". Funded by The Incentive Research Foundation, New York, 2005-2006. (\$18,975).

Gopalakrishna, Srinath and Jason Garrett, "A Study of the Effectiveness of Sales Contests". Funded by Forum for People Performance Management and Measurement, Northwestern University, 2004. (\$20,000).

Gopalakrishna, Srinath, Robert W. Palmatier, Kenneth R. Evans, Mark B. Houston and Lisa K. Scheer "ROI of Relationship Marketing Programs". Funded by Marketing Science Institute, Cambridge, 2003. (\$9,500).

Gopalakrishna, Srinath, "Determining the Effectiveness of Sales Incentive Programs". Funded by The Incentive Research Foundation, New York, 2002-2003. (\$9,600).

Gopalakrishna, Srinath, "A Study of Integrated Marketing Communications". Funded by the Research Council, University of Missouri-Columbia, 2001-2002. (\$4,870).

Whalen, Patricia, Frank Mulhern and Srinath Gopalakrishna, “An Integrated Marketing Communications Program”. Funded by the Center for Exhibition Industry Research, 1999-2001. (\$75,000).

Gopalakrishna, Srinath and Jerome D. Williams, “Measuring the ROI of a Trade Show”. Funded by Trade Show Bureau, Denver, 1993-1994. (\$6,000).

Gopalakrishna, Srinath, “Diffusion across Multiple Markets: Optimal Expenditures and Optimal Timing”. Funded by Smeal College of Business, Penn State, 1990-1991. (\$2,000).

Williams, Jerome D. and Srinath Gopalakrishna, “Assessment of Trade Show Performance for Industrial Products.” Funded by Trade Show Bureau, Denver, 1989-1990. (\$5,000).

Gopalakrishna, Srinath, “A Dynamic Model for Planning the Communications Mix for a Mature Industrial Product.” Funded by Smeal College of Business, Penn State, 1989-1990. (\$2,500).

TEACHING

Undergraduate

Marketing Research, Industrial Marketing, Sales Force Management

Graduate

MBA: Business-to-Business Marketing, Sales Force Management, Marketing Engineering

Executive MBA: Advanced Marketing Management

Ph.D.: Marketing Models, Math for Marketing Models

Executive Education

Executive MBA, “Advanced Management Management” module (average 25 students), University of Missouri, November 2012, November 2013, November 2014.

“Effective Management of Business Trade Shows”. Swagelok (25 executives), Solon, OH (April 2011).

Executive Masters Teaching Program, Università degli Studi di Bergamo, Bergamo, Italy (20 executives). “Integrated Marketing Communications” and “Sales Force Motivation” modules, University of Missouri, March 2007, March 2009.

Indiana University Executive Education Program for Hughes Information Systems (about 30 executives). “Trade Shows/Promotions” module, Dallas, February 1997.

Dissertation Committees

Tim Landry, Simona Stan, Omar Shehryar, Catherine Roster, Jason Garrett (Chair), Hari Sridhar, Andrew Crecelius (Chair), Hyun-Shik Yoon (IE).

Other

Other Teaching Activities

Co-Instructor for the course titled “Marketing Models: Tools for Strategic Business Consulting”, Indian School of Business, Hyderabad, India, March 2010, December 2011.

Co-Instructor for the course titled “Marketing Analytics”, Indian School of Business, Mohali, India, March 2015.

Instructor, Study Abroad Program, University of Missouri

- “Global Issues in Sales Management”, Rafael Altamira Program, Spain, June – July 2011.
- “Sales Management in a Global Setting”, Università degli Studi di Bergamo, Bergamo, Italy, May – June 2009.

Marketing Models seminar, web-based Ph.D. Seminar Series, Institute for the Study of Business Markets, March – April 2009. (Four sessions).

Pro-Seminar, web-based Ph.D. Seminar Series, Institute for the Study of Business Markets, September 20 and 27, 2008.

UNIVERSITY ACTIVITIES

Service

At University of Missouri-Columbia

Co-chair (with Peter Bloch), John A. Howard AMA Doctoral Dissertation Competition, 2003.

College MBA Policy Committee (1996-97, 1997-98, 1998-99, 1999-00, 2000-01 (Chair), 2001-02, 2002-03, 2007-08, 2008-09, 2009-10, 2010-11, 2011-12, 2014-15).
Faculty Advisory Committee, Center for the Study of Organizational Change (1998-99).
Faculty Committee on SAP, 1998-99, 1999-00.
Information Technology Task Force, 1999.
Faculty Policy Committee, 2000-01, 2003-04, 2004-05, 2005-06.

Research and Development Committee (Winter 2002, 2006-07, 2007-08, 2008-09, 2009-10).
Promotion and Tenure Committee (2011-12, 2012-13, 2013-14, 2014-15)
Undergraduate Curriculum Review Committee (2012-13, 2013-14)
MBA Curriculum Review Task Force (2012-13)

Marketing Department Ph.D. Committee (1996-97, 1997-98, 1998-99, 1999-00, 2000-01 2004-05, 2006-07).
MBA Committee (2012-13, 2013-14, 2014-15)
Promotion and Tenure Committee (Chair) 2010-11, 2012-13, 2013-14, 2014-15.
Coordinator of Marketing Department Speaker Series (1997-98).
Faculty Recruiting Committee (2006-07, 2007-08).

At Penn State University

University Search Committee for Director of Market Research, Continuing Education (Spring 1992)
Marketing Analysis Task Force, Continuing Education (Spring 1991)
University Concert Committee, Marketing research project (Spring 1989).

Marketing Department Ph.D. Committee (1993-94, 1994-95)
Faculty Advisor, Penn State Marketing Association (1993-94)
Smeal Chair Search Committee (1991-92)
Bard Professor Search Committee (1990-91)

AWARDS AND RECOGNITIONS

William T. Kemper Fellowship for Teaching Excellence, University of Missouri, April 2010.

Session Chair, B-to-B Marketing, ISMS Conference, The Practice and Impact of Marketing Science, Sloan School of Management, Massachusetts Institute of Technology, January 2010.

Shelter Insurance Companies Teaching Excellence Award, April 2009.

Richard G. Miller Summer Scholar, 2008, 2009.

David and Judy O'Neal MBA Professor, January 2008 - present.

Invitee, ISMS Conference, The Practice and Impact of Marketing Science, The Wharton School, University of Pennsylvania, October 2007.

Member, Advisory Board of the Ph.D. Web Seminar Series, Institute for the Study of Business Markets, Penn State University, August 2007.

Harry Hall Trice Faculty Research Award, College of Business, University of Missouri, April 2007.

Collaborative research with Shelter Insurance Companies featured at Davenport Society Banquet, College of Business, University of Missouri-Columbia, October 2006.

Finalist, Academic-Practitioner Challenge (Research Proposal Competition), Institute for the Study of Business Markets, Chicago, August 2006.

Distinguished Visiting Scholar, ISBM, Penn State University, January-May 2006.

Special Invitee, Marketing Science Institute Conference on “Marketing, Sales and Customers”, Boston, December 2005.

Faculty Panel, Ph.D. Student Camp for Research in Business-to-Business Markets, Institute for the Study of Business Markets, August 2005.

Raymond F. and Mary A. O’Brien Excellence in Teaching Award, College of Business, University of Missouri-Columbia, 2004-05.

Nominee, William T. Kemper Fellowship for Teaching Excellence, College of Business, University of Missouri-Columbia, 1999-2000, 2000-01.

Distinguished Research Fellowship Award, College of Business, University of Missouri-Columbia, 1998-99.

Nominee, Provost Outstanding Junior Faculty Research and Creative Activity Award, College of Business, University of Missouri-Columbia, 1998-99 and 1999-2000.

Finalist, John D. C. Little Award for best paper in *Marketing Science*, March 1997.

Research Penn State ran a feature article, “The Science of the Sale” on trade show research, September 1994.

Research on trade shows was selected to represent the Smeal College of Business Administration (Penn State) in University Research Fair Display, November 1993.

MBA Teaching Excellence Award for MKT 515 (Business Marketing), Penn State University, Spring 1994.

Discussant, 17th Annual Haring Symposium, Indiana University, April 1987.

Fellow, AMA Doctoral Consortium, University of Notre Dame, 1986.

