

## **MURALI KRISHNA MANTRALA**

Sam M. Walton Distinguished Professor of Marketing  
Chair, Marketing Department, Robert J. Trulaske, Sr. College of Business, University of Missouri  
Co-Editor-in-Chief, *Journal of Retailing* (3-year Appointment from January 1, 2015)

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### **EDUCATION**

#### **Doctoral Studies**

**1982-1986** Northwestern University, J.L. Kellogg Graduate School of Management, Evanston, IL.  
Ph.D. in Marketing (August, 1987)

Dissertation title: Models for Marketing Resource Allocation and Sales Force Compensation

**1981-1982** Purdue University, Krannert Graduate School of Management, West Lafayette, IN.  
Doctoral student (Marketing)

#### **Graduate Studies**

**1980-1981** University of Minnesota, Graduate School of Management, Minneapolis, MN.  
Master of Business Administration (Marketing concentration)

**1974-1976** Indian Institute of Management, Calcutta, India.  
Post Grad. Diploma in Management (Marketing concentration)

#### **Undergraduate Studies**

**1971-1974** University of Delhi, Delhi, India.  
Bachelor of Science (Honors) in Physics (Minors in Mathematics and Chemistry)

### **ACADEMIC EXPERIENCE/APPOINTMENT'S**

**Fall 2003-Spring 2019** Professor of Marketing, University of Missouri, Columbia (MU), MO.

**Feb 2018** Visiting Professor, Indian School of Business, Hyderabad, India

**2015-2017** Co-Editor-in-Chief, *Journal of Retailing*

- June 2016-** Hon. Vis. Prof., Guangdong U. of Finance & Economics, Guangzhou, China
- Feb 2014-** Courtesy Professor Appointment, Missouri School of Journalism
- Dec 2012** Visiting Professor, Bar-Ilan University, Tel Aviv, Israel
- June 2010** Visiting Professor, University of Cologne, Köln, Germany
- Jan 2009** Visiting Professor, Indian School of Business, Hyderabad, India
- April 2005 -** Hon. Visiting Professor of Marketing & Retailing, Loughborough University, UK.
- 2002-2003** Adjunct Associate Professor of Marketing, University of Chicago Graduate School of Business, Chicago, IL.
- Spg. 2003** Adjunct Professor of Marketing, Duke University, Durham, NC
- Spg. 2003** Adjunct Professor of Marketing, WHU Koblenz, Germany
- 1997-1999** Research Director, Center for Retailing Education and Research, University of Florida
- 1995–2000** Associate Professor of Marketing *with tenure*, University of Florida
- Fall 2000** Adjunct Professor of Marketing, Vanderbilt University, Owen Graduate School of Management, Nashville, TN.
- Spg. 2000** Adjunct Professor of Marketing, Washington University, Olin School of Business, ST. Louis, MO.
- Spg. 1999** Adjunct Professor of Marketing, Vanderbilt University, Owen Graduate School of Management, Nashville, TN.
- 1986-1995** Assistant Professor of Marketing, University of Florida
- 1993-1994** Visiting Assistant Professor of Marketing, Rutgers University, Graduate School of Management, Newark, NJ
- 1992-1993** Adjunct Professor of Marketing, Columbia University, Graduate School of Business, New York, NY
- 1982-1986** Graduate Teaching Assistant, Northwestern University, Kellogg Graduate School of Management, Evanston, IL
- Spg. 1985** Lecturer in Marketing, Northwestern University, Kellogg Graduate School of Management, Evanston, IL
- 1984-1985** Instructor in Marketing, Northwestern University College, Evanston, IL
- 1981-1982** Instructor in Marketing, Purdue University, Krannert School of Management, West

Lafayette, IN

**1980-1981** Graduate Teaching Assistant, University of Minnesota, School of Management,  
Minneapolis, MN

## **BUSINESS/PROFESSIONAL EXPERIENCE**

### **1999 - 2003**

ZS Associates, Evanston, IL. Manager/consultant for client and research problems related to marketing research, segmentation and positioning analyses, retail pricing, promotion response models, sales force productivity assessment, sales force compensation and sales ontests design, go-to-market strategies. Clients included firms in pharmaceuticals, medical diagnostic equipment, insurance and media industries.

### **1976-1980**

Sandoz (India) Ltd. (Bombay; Delhi; Madras) Sales Executive in Pharmaceuticals Division. Marketing pharmaceuticals products to hospitals/physicians; coordinating distribution channels; managing a seventeen-member field sales force and thirty-five support personnel at the regional sales office in 1977-1980 including recruiting, product training, quota-setting, territory and compensation design.

## **AWARDS AND RECOGNITIONS**

### *Professorships*

- Sam M. Walton Distinguished Professorship, University of Missouri (2003 - )
- Honorary Visiting Professor, Guangdong University of Finance & Economics, Guangzhou, China (2016-2019)
- Honorary Visiting Professor of Loughborough University, UK (2005-2009)
- J.C. Penney Associate Professor (1995-1999), College of Business Administration, University of Florida, Gainesville, Fl.

### *Research Paper Awards & Recognitions*

- *2018 Runner-Up for AMA TechSIG Lazaridis Prize* for Best Paper for Research on the Practice of Marketing as it relates to Innovation, Technology and Interactivity, sponsored by the Lazaridis Institute for the Management of Technology Enterprises
- *2018 Finalist for the Paul E. Green Award* for Best Paper that demonstrates the greatest potential to contribute significantly to the practice of marketing research *in Journal of*

- *Marketing Research*, American Marketing Association
- *2017 Summer AMA Conference Award for Best Paper* – Market Research Methods and Innovative Research Approaches
- *2017 Honorable Mention Winner William R. Davidson Award* for Best Contribution to Theory and Practice in *Journal of Retailing*
- *2013 Best Paper Award Winner, Journal of Interactive Marketing*
- *Honorable Mention Winner of 2013 William R. Davidson Award* for Best Contribution to Theory and Practice in *Journal of Retailing*
- *2011 Best Reviewer Award Recipient, Journal of Retailing*
- *1999 Recipient of Frank M. Bass Award* (INFORMS College on Marketing) for Best Dissertation-based Publication in *Marketing Science* or *Management Science* (Co-Author of Paper and Co-Chair of Ph.D Dissertation by Prasad Naik)
- *1999 Finalist for the William F. O'Dell Award* for the most impactful 1994 *Journal of Marketing Research* article
- *1997 Finalist for the William F. O'Dell Award* for the most impactful 1992 *Journal of Marketing Research* article
- *1995 AMA Advanced Research Techniques Forum Special Paper Session Selection*

#### *Research Awards*

- Trulaske College of Business (TCoB) *Trulaske Summer Scholar Award, 2018*
- Trulaske College of Business (TCoB) *Trulaske Summer Scholar Award, 2017*
- ***2010 Humboldt Research Award, Alexander von Humboldt Foundation, Germany*** for lifetime research contributions & collaborations with German scholars
- Trulaske College of Business (TCoB) *2012-2013 Distinguished Research Achievement Award*
- TCoB *Richard G. Miller Summer Scholar Award, April 2008, 2009, 2011, 2012, 2016, 2017*
- TCoB *2007-2008 Faculty Research Award*
- TCoB *2006-2007 Distinguished Research Achievement Award*

#### *Academic Consortium Recognitions*

- Invited Panelist for *2018 AMA Faculty Consortium - New Horizons in Selling and Sales Management*, Northeastern University, August 2018.
- Invited Resource Faculty for *Inaugural AIM-NASMEI Faculty Development Workshop*, Jindal Global Business School, Sonapat, Haryana INDIA, July 2018
- Faculty Fellow for *2018 53<sup>rd</sup> AMA Sheth Foundation Doctoral Consortium*, Leeds University, UK, June 2018
- Faculty Counselor and Invited Keynote Panelist for *Inaugural Marketing Strategy Consortium*, University of Missouri, March 2018
- Faculty Fellow for *2017 52<sup>nd</sup> AMA Sheth Foundation Doctoral Consortium*, University of Iowa
- Invited Keynote Speaker for *JAMS Thought Leader Conference on Marketing Strategy in Digital, Data-Rich, and Developing Environments*, UIBE Beijing, China, June 2-4, 2017

- Invited Keynote Speaker 2017 *Leo Tindemans Chair Symposium on Manufacturer-Retailer Relationships*, KU Leuven, Antwerp, Belgium Feb 24.
- Invited Faculty Fellow for 2017 5th *AIM-AMA Doctoral Consortium*, Mumbai, India, Jan 6-9
- Invited Keynote Speaker for 2017 Annual Conference of *Emerging Markets Conference Board* held at IIM Lucknow NOIDA, India Jan 4-6, 2017
- Invited Keynote Speaker, 2016 *Japan Institute of Marketing Science Meeting*, Sendai, Japan, June 2016
- Invited Faculty Fellow, 2016 51<sup>st</sup> *AMA Sheth Foundation Doctoral Consortium*, University of Notre Dame (could not attend due to conflicts with other commitments)
- Faculty Fellow, 2015 50<sup>th</sup> *AMA Sheth Foundation Doctoral Consortium*, London Business School, London, UK
- Faculty Fellow, 2015 *Acad. Of Marketing Science Doctoral Consortium*, Denver, CO, May 14-16, 2015
- Faculty Fellow, 2014 49<sup>th</sup> *AMA Sheth Foundation Doctoral Consortium*, Kellogg, Northwestern University
- Faculty Fellow & Pricing Research Session Chair, 2011 46<sup>th</sup> *AMA Sheth Foundation Doctoral Consortium*, Oklahoma State University
- Faculty Fellow, 2009 44<sup>th</sup> *AMA Sheth Foundation Doctoral Consortium*, Georgia State University
- Consortium Co-Chair 2008 43<sup>rd</sup> *AMA Sheth Foundation Doctoral Consortium*, University of Missouri
- Faculty Fellow, 2007 42<sup>th</sup> *AMA Sheth Foundation Doctoral Consortium*, Arizona State University
- Co-Chair, 1995 *John A. Howard/American Marketing Association Doctoral Dissertation Award Competition*
- Faculty Fellow, 1993, *AMA Sheth Foundation Doctoral Consortium*, University of Florida

#### *College Honors*

- †Northwestern University Doctoral Student Representative at Sixteenth Albert Haring Symposium, Indiana University Graduate School of Business

## **RESEARCH ACTIVITIES**

### **Peer-reviewed Research Publications (40)**

Zelin Zhang, Xiaodan Dong, Murali K. Mantrala and Yihao Zhang (2018) "Optimal Depth and Timing of Price Promotions in a Vertically Differentiated Product Line," *Journal of Business Research*, 83, 215-228.

Christine Kohler, Murali K. Mantrala, Sonke Albers, and Vamsi Kanuri (2017), "A Meta-analysis of Marketing Communication Carryover Effects," *Journal of Marketing Research*, Vol. 54, No. 6 (December), 990-1008.†

Vamsi Kanuri, Murali K. Mantrala, Esther Thorson, (2017) "Optimizing a Menu of Multi-format Subscription Plans for Ad Supported Media Platforms: A Model and Application in the Daily Newspaper Industry," *Journal of Marketing* Vol. 81, No. 2 (March), 45-63. ††

Omid Kamran-Dasfani, Murali K. Mantrala, Alicia Izquierdo-Yusta, María Pilar Martínez-Ruiz (2017), "The Impact of Retail Store Format on the Shopper Satisfaction-Loyalty Relationship," (2016), *Journal of Business Research* 77: 14-22.

Manfred Krafft, Oliver, Gotz, Murali K. Mantrala, Francesca Sotgiu, Sebastian Tillmans (2015). "The Evolution of Marketing Channels Research: A Methodological Perspective," *Journal of Retailing*, Vol. 91 (no. 4), 569-585.\*

Rajdeep Grewal, Gary L. Lilien, Sundar Bharadwaj, Pranav Jindal, Ujwal Kayande, Robert F. Lusch, Murali Mantrala, Robert W. Palmatier, Aric Rindfleisch, Lisa K. Scheer, Robert Spekman, and Shrihari Sridhar (2015), "Business-to-Business Buying: Challenges and Opportunities," *Customer Needs and Solutions*, Volume 2, Issue 3 (September), 193-208.

Srinath Gopalakrishna, Jason Garrett, Murali K. Mantrala, Shrihari Sridhar, "Assessing Sales Contest Effectiveness: The Role of Salesperson and Sales District Characteristics", *Marketing Letters* (2015): 1-14.

Vamsi Kanuri, Esther Thorson, and Murali K. Mantrala (2014), "On the Measurement of Reader Preferences for News Topics: An Application of Choice-Based Conjoint Analysis," *International Journal on Media Management* 16.2: 55-75

Shrihari Sridhar, Murali K. Mantrala, Prasad A, Naik (2014), "Efficiency Analysis of Marketing Organizations with Inter-connected Departments," *Customer Needs and Solutions*, Volume 1, Issue 2 (June) 154-167.

Arpita Mukherjee, Divya Satija, Tanu M. Goyal, Murali K. Mantrala, Shaoming Zou (2012), "Are Indian Consumers Brand Conscious? Insights for Global Retailers," *Asia Pacific Journal of Marketing and Logistics*, Vol. 24, No. 7, pp. 1-19

Kalyan Raman, Murali K. Mantrala, Shrihari Sridhar, Yihui (Elina) Tang (2012), "Optimal Resource Allocation with Time-varying Marketing Effectiveness, Margins and Costs," *Journal of Interactive Marketing*, Vol. 26, No 1 (February), pp. 43-52\*\*

Murali K. Mantrala, Shrihari Sridhar, Xiaodan Dong (2012), "Developing India-centric B2B Sales Theory: An Inductive Approach Using Sales Job Ads," *Journal of Business and Industrial Marketing*, Vol. 27, No 3

Shrihari Sridhar, Murali K. Mantrala, Prasad A, Naik, and Esther Thorson (2011), "Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence, Application" *Journal of Marketing Research*, Vol. 48, No. 6 (December), pp. 929-943 (lead article)

Venkatesh Shankar, Jeff Inman, Murali K. Mantrala, Eileen Kelley, Ross Rizley, (2011), "Innovations in Shopper Marketing: Current Insights and Future Research Issues," *Journal of Retailing*. Special Issue on Innovations in Retailing, Vol. 87S, S29-S42 \*\*\*

Yihui Tang, Shrihari Sridhar, Esther Thorson, Murali K. Mantrala, "The Bricks that Build the Clicks: Newsroom Investments and Newspaper Online Performance," (2011), *International Journal on Media Management* Volume 13 (2), 107-128

Sönke Albers, Murali K. Mantrala, and Shrihari Sridhar (2010), "Personal Selling Elasticities: A Meta-analysis"; *Journal of Marketing Research*, 47(10, October), pp. 840-853

Ozden Gur Ali and Murali K. Mantrala (2010) "Pharma Rebates, Pharmacy Benefit Managers and Employer Outcomes," *Health Care Management Science*, 13(4), pp. 281-293 (*lead article*)

Gila E. Fruchter and Murali K. Mantrala (2010), "Proactive Planning of the Timing of a Partial Switch of a Prescription to Over-the-Counter Drug" *Production and Operations Management*, 19 (5, Sept/Oct), pp. 614-628

Heiko Frenzen, Ann-Kristin Hansen, Manfred Krafft, Murali K. Mantrala, and Simone Schmidt (2010), "Delegation of Pricing Authority to the Sales Force: Its Measurement, Determinants and Impact on Performance," *International Journal of Research in Marketing* 27, pp. 58-68.

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

Murali K. Mantrala, Michael Levy, Barbara E. Kahn, Edward Fox, William Dankworth, Peter Gaidarev, Denish Shah (2009), "Why is Assortment Planning So Difficult for Retailers?: A Framework & Agenda for Research" *Journal of Retailing*, Vol. 85, No.1 (March), pp 71-83

Kissan Joseph and Murali K. Mantrala (2009), "A Model of the Role of Free Drug Samples in Physicians' Prescription Decisions," *Marketing Letters*, Vol. 20, No. 1 (March), pp. 15-29.

Murali K. Mantrala, Prasad A. Naik, Shrihari Sridhar, Esther Thorson (2007), "Uphill or Downhill?: Locating Your Firm on a Profit Function," *Journal of Marketing*, (April), 26-44

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

Murali K. Mantrala, Suman Basuroy and Shailendra Gajanan, (2005), "Do Retailers' Demands for Profit Margin Guarantees Unfairly Exploit Vendors?," *Marketing Letters*, Volume 16, No. 1 (January), 53-66.

Pushkar Murthy and Murali K. Mantrala, (2005), "Allocating a Promotion Budget between Advertising and Sales Contest Prizes: An Integrated Marketing Communications Perspective," *Marketing Letters*, Volume 16, No. 1, January, 19-35.

Steven P. Brown, Kenneth R. Evans, Murali K. Mantrala and Goutam Challagalla (2005), "Adapting Motivation, Control, and Compensation Research to a New Environment," *Journal of Personal Selling and Sales Management*, 25<sup>th</sup> Anniversary Special Issue, Volume 25, No 2 (Spring), 155-167.

Suman Basuroy, Murali K. Mantrala, Rockney Walters (2001), "The Impact of Category Management on Retail Prices and Performance: Theory and Evidence" *Journal of Marketing*, Volume 65, October, 2001, 16-32.

Murali K. Mantrala and Surya Rao (2001), "A Decision-Support System that Helps Retailers Decide Order Quantities and Markdowns for Fashion Goods," *Interfaces*, Volume 31, No. 3 (May-June) S146-S165

Murali K. Mantrala and Kalyan Raman (1999), "Demand Uncertainty and Supplier's Returns Policies for a Multi-store Style-good Retailer" (with Kalyan Raman), *European Journal of Operational Research* (Focused Issue on Integrated Production/Distribution Planning in Supply Chains), Vol 115, No.2, , 270-284

Prasad A. Naik, Murali K. Mantrala, Alan G. Sawyer (1998), "Planning Media Schedules in the Presence of Dynamic Advertising Quality", *Marketing Science*, Vol. 17, No. 3, 214-235.\*\*\*\*

Murali K. Mantrala, Kalyan Raman, Ramarao Desiraju (1997), "Sales Quota Plans: Mechanisms for Adaptive Learning," *Marketing Letters*, Vol. 8 No. 4, October, 393-405.

Murali K. Mantrala, Prabhakant Sinha, Andris Zoltners (1994), "Structuring a Multiproduct Sales Quota-Bonus Plan for a Heterogeneous Sales Force: A Practical Model-Based Approach" *Marketing Science*, Vol. 13 No. 2, Spring 1994, 121-144 (lead article).

J. Wesley Hutchinson, Kalyan Raman, Murali K. Mantrala (1994), "Finding Choice Alternatives in Memory: Probability Models of Brand Name Recall," *Journal of Marketing Research*, Vol. 31, November, 441-461 (lead article)\*\*\*\*\*,#.

Anne T. Coughlan and Murali K. Mantrala (1994), "Dynamic Competitive Retail Pricing with Uncertainty and Learning" *Managerial and Decision Economics*, Vol. 15 No. 1, January-February, 3-20 (lead article).

Christopher Miller, Shelby McIntyre, Murali K. Mantrala (1993), "Toward Formalizing Fashion Theory," *Journal of Marketing Research*, Vol. 30 No.2, May, 142-157.

Murali K. Mantrala, Prabhakant Sinha, Andris Zoltners (1992) "Impact of Resource Allocation Rules on Marketing Investment-Level Decisions and Profitability," *Journal of Marketing Research*, Vol. 29 No. 2, May, p.162-175 (lead article)\*\*\*\*\*.

Anne T. Coughlan and Murali K. Mantrala (1994), "Dynamic Competitive Pricing Behavior," *International Journal of Research in Marketing*, Vol. 9 No. 1, March, 91-108 (Special Issue on Marketing Strategy).

Murali K. Mantrala and Kalyan Raman (1990) "Analysis of a Sales Force Incentive Plan or Accurate Sales Forecasting and Performance," *International Journal of Research in Marketing*, Vol. 7 Nos. 2,3, December, p.189-202 (Special Issue on Salesforce Management).

Philip Kotler and Murali K. Mantrala (1985), "Flawed Products: Consumer Responses and Marketing Implications," *Journal of Consumer Marketing*, Vol. 2 No.3, August 1985, p. 27-36.

† Finalist for 2018 Paul E. Green Award and selection as one of 5 "Must Reads" in Jan 2018 MSI Curations

†† Runner-Up for 2018 AMA TechSIG Lazaridis Prize

\* *Honorable Mention Winner of 2017 William R. Davidson Award* for Best Contribution to Theory and Practice in *Journal of Retailing*

\*\*Winner of 2013 *Best Paper Award, Journal of Interactive Marketing*



\*\*\**Honorable Mention Winner of 2013 William R. Davidson Award* for Best Contribution to Theory and Practice in *Journal of Retailing* <http://www.journals.elsevier.com/journal-of-retailing/journal-news/winners-of-the-davidson-award-for-2013-announced/>)  
\*\*\*\* *Winner of 1998 Bass Award* for Best Dissertation-based Paper in *Marketing Science or Management Science*  
\*\*\*\*\*1999 *Finalist for the William F. O'Dell Award for the most impactful 1994 JMR article*  
\*\*\*\*\*1997 *Finalist for the William F. O'Dell Award for the most impactful 1992 JMR article*  
# 1995 *AMA Advanced Research Techniques Forum Special Session Selection*

### Books

Manfred Krafft and Murali K. Mantrala (2010), (eds) *Retailing in the 21<sup>st</sup> Century: Current and Future Trends* (Second Edition, with Manfred Krafft), Springer Berlin, Heidelberg

### Peer reviewed Chapters in Books (14)

Murali K. Mantrala and Omid Kamran-Disfani (2017), “Category Management and Captains,” *Handbook of Research on Retailing* (Edward Elgar Publishing): Eds: Els Gijbrecht (Tilburg University) and Katrijn Gielens (University of North Carolina)

Murali K. Mantrala and Vamsi Kanuri (2016) “Marketing Optimization Methods” *Handbook on Marketing Analytics with Applications in Marketing, Policy, and Litigation*. Elgar Publishing (Eds: Dominique Hanssens, UCLA, and Natalie Mizik, UWash,) (forthcoming)

Murali K. Mantrala (2014), “History of Sales Force Productivity Models,” Ch. 16 in *The History of Marketing Science*, co-edited by Russell Winer (NYU) & Scott Neslin (Dartmouth College), <http://www.worldscientific.com/worldscibooks/10.1142/9128>

Mukherjee, Arpita, Divya Satija, Tanu M. Goyal, Murali K. Mantrala, & Shaoming Zou (2014), ““Impact of the Retail FDI Policy on Indian Consumers and the Way Forward,” Ch.3 in *Globalization & Standards: Issues and Challenges in Indian Business*, Keshab Das (Ed.), <http://www.springer.com/economics/development/book/978-81-322-1993-4>

Shrihari Sridhar, Murali K. Mantrala, Sönke Albers (2014), “Pharmaceutical Detailing Elasticities: A Meta-analysis,” in *Innovation and Marketing in the Pharmaceutical Industry*, (eds: Min Ding, Jehoshua Eliashberg, Stefan Stremersch), Springer: New York, NY

Murali K. Mantrala and Sönke Albers (2012). “Impact of the Internet on B2B Sales Force Size and Structure,” *Handbook of Business-to-Business Marketing*, (eds: Gary Lilien and Raj Grewal, ISBM, Pennsylvania State University), Edward Elgar Publishing, Inc: Northampton, MA

Murali K. Mantrala, Manfred Krafft (2010), “Entrepreneurship in Retailing: Leopold Stiefel’s “Big Idea” and the Growth of Media Markt-Saturn,” in *Retailing in the 21<sup>st</sup> Century: Current and Emerging Trends (Second Edition)* (eds: Manfred Krafft & Murali K. Mantrala), Springer Berlin.Heidelberg.

Sönke Albers and Murali K. Mantrala (2010). “Sales Optimization Models – Sales Force Territory Planning,” *Wiley Encyclopedia of Operations Research and Management Science*, edited by James J. Cochran, John Wiley & Sons, Inc.

Sönke Albers, Murali K. Mantrala, Shrihari Sridhar (2009), "Personal Selling Impact" in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, (April 2009), Marketing Science Institute Book editor: Dominique Hanssens, 77

Sönke Albers and Murali K. Mantrala (2008), "Models for Sales Management," Chapter 6 in *Handbook of Marketing Decision Models* (ed: Berend Wierenga, Erasmus University), Springer Science + Business Media International Series in Operational Research and Management Science pp. 163-210.

Murali K. Mantrala, Manfred Krafft, Beibei Dong and Kalyan Raman (2008), "The CRM Process and the Banking Industry: Insights from the Marketing Literature," Chapter 10 in *Advances in Banking Technology and Management: Impact of ICT and CRM* (ed: Vadlamani Ravi), Idea Group Inc., Penn. (USA); pp. 159-185

Zygmunt Mierdorf, Manfred Krafft and Murali K. Mantrala (2006) "Retailing in the Global World: Case Study of Metro," Chapter in *Retailing in the 21st Century: Current and Future Trends* (eds: Manfred Krafft and Murali K. Mantrala), Springer Berlin.Heidelberg

Ravi Vadlamani, Murali K. Mantrala and Kalyan Raman (2006) "Applications of Intelligent Technologies in Retail Marketing," Chapter in *Retailing in the 21st Century: Current and Future Trends* (eds: Manfred Krafft and Murali K. Mantrala), Springer Berlin.Heidelberg

Murali K. Mantrala (2002), "Allocating Marketing Resources," Chapter 16 in *Handbook of Marketing* (eds: Barton A. Weitz and Robin Wensley, Sage Publications.

### Other Research Publications

Andre Bielecki, Sönke Albers, and Murali Mantrala (2012) : Salesperson Efficiency Benchmarking Using Sales Response Data: Who is Working Hard and Working Smart?, Arbeitspapiere des Instituts für Betriebswirtschaftslehre, CAU Kiel

Sönke Albers, Manfred Krafft, Murali K. Mantrala, (2010) "Guest Editorial Special Section on Enhancing Sales Force Productivity," *International Journal of Research in Marketing*, 27 (1, March), pp. 44-45.

Ding, J., S.N. Balakrishnan, and Murali Mantrala (2009, June). Application of Optimal Impulsive Control Method to Advertising. In *Proceedings of the 2009 17th Mediterranean Conference on Control and Automation-Volume 00* (pp. 1396-1401). IEEE Computer Society.

Sönke Albers, Murali K. Mantrala, Shrihari Sridhar (2008). "A Meta-Analysis of Personal Selling Elasticities" *MSI Reports*, April, No. 08-001, pp. 3-24

Murali K. Mantrala, P.B. Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna and Antonie Stam (2006), "Developing Optimal Store-Level Pricing Strategies for an Automotive Aftermarket Retailer," *MSI Reports*, 06-001, April .

Murali K. Mantrala, Sönke Albers, Srinath Gopalakrishna, and Kissan Joseph (2008) "Introduction: Special Issue on Enhancing Sales Force Productivity," *Journal of Personal Selling & Sales Management*, Vol. 28, No. 2 (Spring), pp. 109-113.

Murali K. Mantrala, Manfred Krafft, and Barton A. Weitz (1999) "An Empirical Examination of Economic Rationales for Companies' Use of Sales Contests," German Economic Association of Business Administration, Discussion Paper No. 00-07. Available at SSRN: <http://ssrn.com/abstract=310063>

Murali K. Mantrala and Mridul Tandon (1994), "An Implementable Approach for Optimizing Department Store Markdown Decisions" *STORES*, April 1994, RR1-RR6

Murali K. Mantrala (1986), "The Impact of Resource Allocation on Market Response and Investment Decisions" *Proceedings of Sixteenth Annual Albert Haring Symposium, Indiana University, Bloomington*, April 1986, 70-104.

### **Work in Progress**

Yeji Lim, Murali K. Mantrala, and Bernd Skiera, "An Empirical Investigation of the Role of Space-Time Network Effects in an e-Commerce Platform's Evolution: The Case of Groupon"

Murali K. Mantrala, Suman Basuroy, S. Beldona, S. Gajanan, and Omid Karman-Disfani (2017), "When Should Store Brands be Fully Integrated into Category Management?"

Omid Kamran-Disfani, Murali K. Mantrala, and Vamsi Kanuri "An Empirical Investigation into the Effect of Loyalty Programs and Limited Time Offers on Customer Behavior and Firm Performance," (Accepted project for research with proprietary data from Wharton Customer Analytics Initiative, January 2017).

Yeji Lim and Murali K. Mantrala, "Compensation Mechanisms for Coordinating Outside and Inside Sales Forces"

Francesca Sotgiu, Philipp Noorman, Sebastian Tillmans, Manfred Krafft, and Murali K. Mantrala "Growing Private Label Share: Relative Importance of Visual Proximity to National Labels"

Murali K. Mantrala, Vithala Rao, Vamsi K. Kanuri, & Esther Thorson, "Estimating Willingness to Pay and Pricing for Digital and Print News Media"

Murali K. Mantrala, Sonke Albers, & Vamsi K. Kanuri, "The Impact of Internet on B2B Sales Organizations"

Elina Tang, Murali K. Mantrala, Esther Thorson, "A Multi-dimensional Latent Class Regression Model and Application to Newspaper Advertiser Market Segmentation"

### **PRESENTATIONS**

*Recent Invited talks/keynotes*

**University of California, Davis**, "Should Store Brands be Fully Integrated into Category Management," Retailing Research Camp, March 2018

**Indian School of Business, Hyderabad, India**, "Should Store Brands be Fully Integrated into Category Management," Retailing Research Camp, July 2017

**UIBE Beijing, China:**, “Marketing Strategy for Growth of Online to Offline (O2O) Platforms: Insights From an Empirical Case Analysis.” *JAMS Thought Leader Conference on Marketing Strategy in Digital, Data-Rich, and Developing Environments*, June 2-4, 2017

**KU Leuven, Antwerp, Belgium** “When Should Store Brands be Fully Integrated into Category Management?” 2017 Leo Tindemans Chair Symposium on Manufacturer-Retailer Relationships, Feb 24 3017

**Indian Institute of Management, Lucknow, India**, “New Retailing Technologies” 2017 Annual Conference of *Emerging Markets Conference Board* , Jan 4-6, 2017

**Guangdong University of Finance & Economics, Guangzhou, China** ”How B2B Sales Forces and Management Must Adapt to the Changing Technological Environment,” Address to Marketing & Management faculty, , June 2016

**Tohoku University, Sendai, Japan**, “A Meta-analysis of Marketing Communication Carryover Effects,” Japan Institute of Marketing Science Meeting, June 2016

**Chulalongkorn Business School, Bangkok, Thailand**, “How to Publish Your Paper in Top International Journals” with Naresh Malhotra, *Emerging Markets Conference Board Conference*, January 9, 2016

**University of Illinois at Chicago**,” Optimizing a Menu of Multi-format Subscription Plans for Ad Supported Media Platforms: A Model and Application in the Daily Newspaper Industry,” Chicago, November 13, 2015

**Georgia Tech**, “Pharma Sales Science: Current and Emerging Trends, and Issues for Future Research,” with George Chressanthis, 5<sup>th</sup> Enhancing Sales Productivity Conferences, Atlanta, June 17, 2015

**Norwich Business School, University of East Anglia**, “Current and Emerging Research Issues in Retailing: An Editor’s Perspective”, Norwich UK June 5, 2015

**Indian Institute of Management, Ahmedabad**, “Issues for Sales Force Research,” with Dheeraj Sharma, International Conference on Marketing in Emerging Markets, Ahmedabad, India, January 2015

**Bar-Ilan University**,”A New Approach for Nonparametric Network Efficiency Analysis with Application to Daily Newspapers.” Marketing Workshop, Tel Aviv, Israel, December 2012

**University of Frankfurt**, “Enhancing Consumers’ Willingness to Pay for Digital Content Using a Multi-format and Multi-version Bundling Approach: The Case of News Publishers” Marketing Center Workshop, Frankfurt, Germany, December, 2012

**University of Muenster**, “Willingness to Pay for Online News and the Design of Optimal Subscription Plans,” Marketing Center Workshop, Muenster, Germany, June 27, 2012

**Global Sales Science Institute Conference**,”Sales Force Compensation Experts’ Perspectives” Turku, Finland, June 15, 2012

**Harvard Business School Thought Leadership in Sales Conference**, “The Impact of Internet Communication Technologies on B2B Sales Forces”, Cambridge, Mass., June 5-6, 2012

**University of Missouri Reynolds Journalism Institute**, Willingness to Pay for Online News and the Optimal Design of a Newspaper’s Subscription Plans,” RJI Innovation Week, April 25, 2012.

**University of Maryland & MSI, 2011-2012** New Developments in the Practice of Marketing Science Conference, , Washington DC, “Assessing Marketing Optimality and Efficiency of Media-Platform Firms” , December 2011,

**University of Houston, Marketing Speaker Series**, September 2011, “Benchmarking Media-Platforms: A Method and Application to Daily Newspapers”

**Western Economic Association International Conference**, San Diego, CA. June 2011, “How Effective Marketing Decisions Can Revive Daily Newspapers,”

**Global Sales Science Institute Conference, SDA Bocconi University**, Milan, June 2011, “Sales Force Modeling: State of the Field and Research Agenda”

**46th AMA Sheth Foundation Doctoral Consortium, Oklahoma State University**, June 2011, “Doing Pricing and Promotion Research that Matters”

**University of Missouri**, “Putting the Genie Back in the Bottle: Whether and When Should a Hybrid Newspaper Charge for Online Content” Reynolds Journalism Institute Innovation Week Workshops, April 2011

**Indian Institute of Management Calcutta, International Marketing Conference-MARCON II**, December 27-29 2010, Kolkata, India, “Marketing Investment Decisions & Models for Platform-firms in Two-sided Markets”

**Tilburg University, Marketing Workshop**, November 10, 2010, Tilburg, Netherlands, “Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence, & Application”

**Kuehne Logistics University. November 2, 2010, Hamburg, Germany**, “What is the Right Budget for Your Sales Force”

**Christian-Albrechts-University**, September 28, 2010, Kiel, Germany, “What is the Right Sales Force Budget” (*Humboldt Research Award address*)

**BI Norwegian School of Management Marketing Workshop**, September 24, 2010, Oslo, Norway, “Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence, & Application”

**MSI Conference on Effective Marketing Spending, at University of California, Los Angeles**, March 3-4, 2010. “Effective Marketing Spending by Platform Firms”

**International Conference on Management of Emerging Paradigm Conflicts in a Globalizing World, PESIT, Bangalore**, January 8-9, 2010. “Saving and Sustaining Newspapers: The Need for a New Marketing Paradigm”

**44th American Marketing Association Doctoral Consortium Georgia State University**, Atlanta, June 13 2009, "Doing Relevant and Impactful Sales Research via Academic-Practitioner Collaboration"

**2008 Pharmaceutical Management Science Association Conference, Las Vegas**, April 2008  
"Current and Emerging Forces Transforming Pharmaceutical Marketing"

**University of Hyderabad International Retailing Conference, India**, January 2008,  
"Shopping Malls Business Models"

**Peking University Marketing Workshop**, July 2007, "Determining the Effectiveness of Sales Contests"

*Recent conference presentations*

Omid Kamran-Disfani, Murali K. Mantrala, Vamsi K. Kanuri, "Not Always on the Menu: The Impact of Product-based Limited Time offers on Sales"  
, *Marketing Science Conference*, University of Southern California, Los Angeles, CA, June 2017

Yeji Lim, Murali Mantrala, Purushottam Papatla, Dezhi Yin "Are Consumers' Online Rating Scores of a Chosen Service Affected by Choice Set Size?" ISMS Marketing Science Conference, U. of Southern California, Los Angeles, June 8

Francesca Sotgiu, Philipp Noorman, Sebastian Tillmans, Manfred Krafft, and Murali K. Mantrala "Growing Private Label Share: Relative Importance of Visual Proximity to National Labels ," 2017 ISMS Marketing Science Conference, U. of Southern California, Los Angeles, June 9

Yeji Lim and Murali K. Mantrala (via skype), "Compensation Mechanisms for Coordinating Outside and Inside Sales Forces" 2017 GSSI Sales Conference, Mauritius June 7

Guangdong University of Finance & Economics, "How B2B Sales Forces and Management Must Adapt to the Changing Technological Environment," Address to Marketing & Management faculty, Guangzhou, China, June 2016

Yeji Lim and Murali K. Mantrala, "Compensation Mechanisms for Coordinating Inside and Outside Sales Forces" ISMS 38<sup>th</sup> Marketing Science Conference, Fudan University, Shanghai June 17, 2016

Yeji Lim, Murali K. Mantrala, & Bernd Skiera, "An Empirical Analysis of Spatial-Temporal Network Effects in Groupon's Evolution," ISMS 37<sup>th</sup> Marketing Science Conference, Johns Hopkins University, Baltimore, June 19, 2015

Vamsi Kanuri, Murali K. Mantrala, Wooseung Jang, Esther Thorson, "Optimizing a Menu of Multi-format Subscription Plans for Ad Supported Media Platforms: A Model and Application in the Daily Newspaper Industry," Theory & Practice in Marketing Conference, Georgia State University, Atlanta, June 13 2015

Shaoming Zou and Murali K. Mantrala, "Culture and Sales Force Research in Emerging Markets: The Cases of China and India," AMA Winter Educators' Conference, San Antonio, TX, February 2015

Vamsi Kanuri, Murali K. Mantrala, Wooseung Jang, Esther Thorson, "Optimizing a Menu of Multi-format Subscription Plans for Ad Supported Media Platforms: A Model and Application in the Daily Newspaper Industry" ISMS 36<sup>th</sup> Marketing Science Conference, Emory University, Atlanta, June 2014

Alicia Izquierdo Yusta, Maria Del Pilar Martinez Ruiz, Murali K. Mantrala, & Omid Kamran-Dasfani, "The Impact of Retail Store Format on the Shopper Satisfaction-Loyalty Relationship," ISMS 36<sup>th</sup> Marketing Science Conference, Emory University, Atlanta, June 2014

Gotz, Oliver, Manfred Krafft, Murali K. Mantrala, Francesca Sotgiu, Sebastian Tillmans. "The Evolution Of Marketing Channels Research: A Methodological perspective," *Thought Leadership on Marketing Channels Conference*, HEC Paris, June 2014.

Murali K. Mantrala & Sandy Zhu , "Fairness in Sales Force Compensation," 4<sup>th</sup> Enhancing Sales Force Productivity Conference, University of Muenster, July 14-16, 2013

Vamsi K. Kanuri, Esther Thorson, Murali K. Mantrala, "On the Measurement of Readers' Preferences for News Topics: An Application of Choice-based Conjoint Analysis," ICA13 Conference, London, June 2013

Christine Kohler, Sonke Albers, Vamsi Kanuri, Murali K. Mantrala, "Carryover Effect of Marketing Communication: A Meta-analysis," ISMS 35<sup>th</sup> Marketing Science Conference, Ozyegin University, Istanbul, July 11-13, 2013

Murali K. Mantrala, Vamsi Kanuri, Esther Thorson, and Vithala Rao, "Willingness to Pay for Online News and the Design of Optimal Subscription Plans," INFORMS Revenue Management & Pricing Conference, ESMT, Berlin, June 29, 2012

Shrihari Sridhar, Murali K. Mantrala, & Prasad A. Naik "A New Approach for Nonparametric Network Efficiency Analysis with Application to Daily Newspapers." ISMS 34<sup>th</sup> Marketing Science Conference, Boston University, Boston, June 7-9, 2012

Shrihari Sridhar, Murali K. Mantrala (*presenter*), Elina Tang, Suman Basuroy, Srinath Beldona, "The Dynamic Impact of Increasing Price-gap And Assortment-imitation on Private Label Performance," ISMS 33<sup>rd</sup> Marketing Science Conference, Rice University, Houston, TX, June 2011

Shrihari Sridhar, Murali K. Mantrala (*presenter*), Prasad A, Naik, and Esther Thorson, "Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence, & Application," Fourth Great Lakes-NASMEI Marketing Conference, December 23-24, 2010, Chennai, India

Yihui Tang and Murali K. Mantrala (*presenter*), "A Three-Dimensional Approach to B-to-B Market Segmentation: Incorporating Customers' Customers," ISMS 32<sup>nd</sup> Marketing Science Conference, University of Cologne, Cologne, Germany, June 18, 2010

Yihui Tang and Murali K. Mantrala, "A Three-Dimensional Approach to B-to-B Market Segmentation: Incorporating Customers' Customers," Third Biennial Enhancing Sales Force Productivity Conference, at University of Kansas, April 23-25, 2010

Murali K. Mantrala, "Saving Newspapers: Ideas from Marketing": Presented at the Reynolds Journalism Institute Conference :*How Newspapers Could Have Saved Themselves and How Some Still Can*, University of Missouri, Columbia, MO, May 18, 2009

Kalyan Raman, Murali K. Mantrala, Shrihari Sridhar and Yihui (Elina) Tang, "Marketing Resource Allocation Decisions with Time-Varying Effectiveness: A Sales force Application" ISMS 31<sup>st</sup> Marketing Science Conference, University of Michigan, Ann Arbor, June 4, 2009

Sonke Albers, Murali K. Mantrala, and Shrihari Sridhar "Personal Selling Elasticities: A Meta-analysis", Presentation at Erin Anderson B2B Conference, The Wharton School, University of Pennsylvania, Philadelphia, October 2008

Shrihari Sridhar, Murali K. Mantrala, Prasad A. Naik, and Esther Thorson, "Dynamic Marketing Investment Strategies for Platform Firms," ISMS 30<sup>th</sup> Marketing Science Conference, University of British Columbia, Vancouver, June 2008

Yihui (Elina) Tang and Murali K. Mantrala "Investigating Multiproduct Interactions and Growth Dynamics in the Antacids Market," ISMS 30<sup>th</sup> Marketing Science Conference, University of British Columbia, Vancouver, June 2008

Kalyan Raman and Murali K. Mantrala, "Sales Force Myopia," at Enhancing Sales Force Productivity Conference, University of Kiel, Germany, March 2008

Ozden Gur Ali, Murali K. Mantrala and Burak Cavadaroglu "Investigating the Impact of the Pharma Manufacturer-Pharmacy Benefit Manager Relationship on Patient Welfare and Employers' Prescription Drug Costs," ISMS 29<sup>th</sup> Marketing Science Conference, Singapore Management University, Singapore, June 28 2007

Murali K. Mantrala, Prasad Naik, Hari Sridhar, Esther Thorson, "Uphill or Downhill?: Locating Your Firm on a Profit Function," ISMS 28<sup>th</sup> Marketing Science Conference, University of Pittsburgh, Pittsburgh, June 10, 2006

Ozden Gur Ali and Murali K. Mantrala, "Pharmaceutical Marketing and Pharmacy Benefits Managers," ISMS 28<sup>th</sup> Marketing Science Conference, University of Pittsburgh, Pittsburgh, June 10, 2006

Soenke Albers and Murali K. Mantrala, "Models for Sales Management" Workshop on Advances in Marketing Decision Models, Athens, Greece, May 27, 2006

Kalyan Raman and Murali K. Mantrala, "Varying Sales Force Size and Advertising Budget Over Business Cycles in an IMC Context: A Normative Analysis " at Enhancing Sales Force Productivity Conference, University of Missouri-Columbia, April 23, 2006

Shrihari Sridhar and Murali K. Mantrala, "Investigating ROI of Marketing Efforts of Daily Newspapers," (with), Return on Marketing Investments (ROMI) Conference, Indian Institute of Management, Ahmedabad, India, January 2006

Kissan Joseph and Murali K. Mantrala, "Welfare and Promotion Implications of Prescription Drug Samples," Innovation and New Product Development (INPDEM) Conference, Chennai, India, December 2005



Murali K. Mantrala, P.B. Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna and Antonie Stam “Optimal Pricing Strategies for an Automotive Aftermarket Retailer,” IFORS Conference, Honolulu, July 15, 2005

Gila E. Fruchter and Murali K. Mantrala, “Optimal Launch-Timing of Over-the-Counter Versions of Prescription Drugs,” ISMS 27<sup>th</sup> Marketing Science Conference, Emory University, Atlanta, June 17, 2005

Srinath Gopalakrishna, Jason Garrett, Murali K. Mantrala, J. David Moore “Determining the Effectiveness of Sales Contests,” ISMS 27<sup>th</sup> Marketing Science Conference, Emory University, Atlanta, June 17, 2005

Manfred Krafft, Murali K. Mantrala, and Andy Zoltners, “Marketing-Sales Integration,” American Marketing Association’s Winter Educators’ Conference, San Antonio, February 2005

Murali K. Mantrala and Rajeeve Kaul, “Pricing Smarter: Market-Oriented Retail Pricing Optimization,” Revenue, Price and Merchandise Optimization for Retailers Summit 2004, Las Vegas, June 29, 2004

Suman Basuroy, Sri Beldona, S. Gajanan, Murali K. Mantrala, Rockney Walters “Retail Category Management and Performance of Store Brands, Presentation at 2004 ISMS 26<sup>th</sup> Marketing Science Conference, Rotterdam, June 2004

#### **DOCTORAL THESIS COMMITTEES CHAIRED**

Chair of Dissertation Research Committee of Omid Kamran-Disfani (Marketing), *University of Missouri* (ongoing)

Chair of Dissertation Research Committee of Yeji Lim (Marketing), *University of Missouri* (ongoing)

Chair of Dissertation Research Committee of Vamsi Kanuri (Marketing); placed as tenure-track assistant professor at *University of Miami, Coral Gables, Fl.* (2015); moving to *University of Notre Dame*

- Honorable Mention for 2016 Best Dissertation Award of *Academy of Marketing Science*
- Honorable Mention for 2016 George Dantzig Best Dissertation Award, *INFORMS*
- Winner for 2016 Elwood Buffa Best Dissertation Award, *Decision Sciences Institute*

Chair of Dissertation Research Committee of Elina Tang (Marketing): Placed as tenure-track assistant professor at *Illinois State University* (2011); now at *University of Illinois, Chicago*

Chair of Dissertation Research Committee of Shrihari (Hari) Sridhar (Marketing): Placed at *Michigan State University* (2009); tenured associate professor of marketing at *Pennsylvania State University, University Park, PA*; now Associate Professor at *Texas A&M University*

Chair of Dissertation Research Committee of Prasad A. Naik (Marketing), Placed & now Full Professor and Chancellor’s Fellow at *University of California, Davis* (1997) (*Winner of Best Dissertation Award 1997, Academy of Marketing Science & Bass Dissertation paper Award*)

## **DOCTORAL & POST\_DOC THESIS REVIEWER/COMMITTEE MEMBER**

External Referee for the Habilitation Committee of Mag. Marion Garaus PhD, *University of Vienna* (ongoing)

Member of Dissertation Research Committee of Michiel Van Crombrugge, *KU Leuven- Antwerp* (ongoing)

Member of Dissertation Research Committee of Sunil Singh (MU Marketing doctoral student) (now assistant professor at *University of Nebraska, Lincoln*)

Member of Dissertation Research Committee of Xiaodan (Dani) Dong (MU Marketing), placed at *Wagner College, NY.* (2012)

Member of Dissertation Research Committee of Beibei Dong (MU Marketing): Placed at *Lehigh University* (2009)

Member of Dissertation Research Committee of Jason Garrett (MU Marketing); placed at *Bradley University* (2006)

Member of Dissertation Research Committee of Rob Palmatier (MU Marketing): placed at *University of Cincinnati* (2004) now Chaired Full Professor of Marketing at *U. of Washington, Seattle*)

Member of Dissertation Research Committee of Kevin Bradford (UF Marketing), Placed at *University of Notre Dame*

Member of Dissertation Research Committee of Corinne Faure (UF Marketing), Placed at *Virginia Tech*

Member of Dissertation Research Committee of Ramarao Desiraju (UF Marketing), Placed at *University of Delaware*; Now full professor of marketing at *U. of Central Florida*

Member of Dissertation Research Committee of Seshan Ramaswami (Marketing), Placed at Hong Kong University of Science and Technology

Member of Dissertation Research Committee of Hyong-Jae Rhee (Marketing), Placed at *Seoul National University (Korea)*

Member of Dissertation Research Committee of Michael Zenor (Marketing), Placed at *UT Austin*

## **PROFESSIONAL MEMBERSHIPS/COMMITTEES/OFFICES**

Member, INFORMS

Member, American Marketing Association. (AMA)

Fellow, Academy of Marketing Science

## **PROFESSIONAL ACTIVITIES**

*Journal Editorial Boards*

Member, Editorial Review Board, *Journal of Marketing Research*, August 2018-

Member, Editorial Review Board, *Journal of Retailing*, July 2008-  
Member, Editorial Review Board, *Journal of Academy of Marketing Science* 2015-  
Member, Editorial Review Board, *Journal of Business Research* 2016-  
Member, Editorial Review Board, *Journal of Personal Selling and Sales Management*, Feb 2011-  
& Guest Editor, Special Issue of Emerging Markets Research, *JPSSM* 2015-2016  
Co-Editor-in-Chief, *Journal of Retailing* 2015-2017  
Associate Editor, *Journal of Retailing*, Sep 2011 –Dec 2014  
Member, Editorial Review Board, *Journal of Marketing*, July 2008-May 2018  
Member & Occasional Area Editor, Editorial Review Board, *Marketing Science* (Jan 2002 to Fall 2010)  
Member, Editorial Review Board, *BuR - Business Research*  
Member, Editorial Review Board, *Journal of Retailing*, July 2008-2011  
Ad hoc Reviewer for *Management Science* (1990-present)  
Ad hoc Reviewer for *Marketing Letters* (1994-present)  
Ad hoc Reviewer for *Journal of Business, Economics and Statistics*  
Ad hoc Reviewer for *Intern. J. of Res. in Marketing* (1989-present)  
Ad hoc Reviewer for *Schmalenbach Business Review*

Represented *Journal of Retailing* in “Meet the Editors” session, at ISMS 38<sup>th</sup> Marketing Science Conferences (Fudan University) June 2016  
Represented *Journal of Retailing* in “Meet the Editors” session, at AMA Winter Educators’ Conference, Las Vegas, February 2016  
Represented *Journal of Retailing* in “Meet the Editors” session, at ISMS 37<sup>th</sup> Marketing Science Conferences (Johns Hopkins University) June 2015  
Represented *Journal of Retailing* in “Meet the Editors” session, at EMAC Conference (KU University, Leuven) June 2015  
Represented *Journal of Retailing* in “Meet the Editors” session, at ISMS 36<sup>th</sup> Marketing Science Conferences (Emory University) June 2014

#### *Conferences*

Co-Chair, Sixth Biennial Conference on *Enhancing Sales Force Productivity* Conference, University of Missouri, March 2018  
Invited Participant for Thought Leadership in Marketing Channels Conference, HEC Paris, June 2014  
Invited Participant for Thought Leadership in Sales Conference, Columbia University, June 2014  
Invited Participant for ISBM B2B Buyer Behavior Thought Leadership Workshop, Orlando, Feb 2014  
Track Co-Chair for Pricing & Retailing, 2012 AMA Summer Marketing Educators’ Conference  
Co-Chair, 1995 *John A. Howard/American Marketing Association Doctoral Dissertation Award Competition*  
Co-Chair, Third Biennial Conference on *Enhancing Sales Force Productivity* Conference, University of Kansas, April 2010  
Invited Keynote speaker on “Effective Marketing Spending by Platform Firms,” *MSI Conference on Effective Marketing Spending*, at University of California, Los Angeles, March 3-4, 2010  
Invited Participant in *2010 Retailing Thought Leadership Conference*, Texas A& M University, Jan 27-28, 2010  
Invited Track Chair, *Erin Anderson Research Conference (Wharton-INSEAD)* Oct 16-19 2008;  
Co-Chair, Second Biennial Conference on *Enhancing Sales Force Productivity* Conference, University of Kiel, May 2008  
Invited Track Chair at *Retailing “Thought Leader” Conference at Babson College*, April 2008

Co-Chair, Inaugural Conference on *Enhancing Sales Force Productivity*, University of Missouri-Columbia (April 21-23 2006)  
Organizer, NASMEI “*Branding India and Indian Companies*” conference, University of Connecticut, Stamford, CT, April 2006.

## **GRANTS**

Murali K. Mantrala, Shrihari Sridhar, and Manfred Krafft, “*Pricing and Assortment Imitation Strategies for Retailers’ Private Label Growth in the Face of Shifting Consumer Behavior*” research grant for Euro 20000 awarded by International Commerce Institute-Unilever Research Grant Program (award date: September 20, 2010; proposal submitted: March 31, 2010)

University of Missouri ‘Mizzou Advantage’ seed grant for research in ‘Communications Markets’ (in collaboration with Esther Thorson, Professor, MU School of Journalism): \$8000

Recipient of Marketing Science Institute (MSI) Research Grant for research on “A Meta-analysis of Personal Selling Elasticities,” with Sonke Albers and Shrihari Sridhar, April 2006: \$6500

2004 MU Research Board Grant for Research on Store Brands and Category Management: \$6800

2004-2005 Grant from Autozone Inc for Price Optimization Modeling Research: \$121,275

## **TEACHING**

### Undergraduate

*University of Missouri: Sales Management*, Winter 2004, Fall 2009

*University of Florida: Sales Management*, 1986-1992 and 1995-1998; *Marketing Research*, Spring 1995; *Retailing Seminar Series* 1997-1998.

*Northwestern University College: Marketing Management*, Fall 1984; *Marketing Research*, Winter 1985

*Purdue University*, West Lafayette, IN, Undergraduate Program: *Marketing Research* Fall 1981; Spring 1982

### Graduate

### **MBA/Master’s Courses**

*University of Missouri: Marketing Strategy* (Fall 2003- Winter 2009); *Marketing Business Models*, Fall 2009-2017 ; *Competitive Marketing Strategy* (Markstrat), Fall 2009- 2017; *Research for Marketing Decisions*, Winter 2010-2013

*Bar-Ilan University, Tel Aviv, Israel: Sales Management*, December 2012

*University of Cologne, Cologne, Germany: Strategic Retail Management* Summer 2010

*Indian School of Business, Hyderabad, India: Sales Management*, Term 7, 2018, 2009

*University of Chicago, Chicago, IL: Advanced Marketing Strategy*, Spring and Summer 2003

*Duke University, Durham, NC: Marketing Intelligence*, Spring 2003

*University of Florida, Gainesville, FL: Advanced Marketing Management, Fall 1996-Spring 1999; Sales Management & Control, Fall 1995- Fall 1997; Eleven-month MBA Marketing Foundations Review, Summer 1995 – 1999; Marketing Research, Fall 1994*

*Rutgers University, GSM, Newark, NJ: Sales Force Management (Fall 1993-Spring 1994); Marketing Strategy, Fall 1993-Spring 1994*

*Columbia University, GSB, New York, NY: Sales Force Management, Fall 1992-Spring 1993; Marketing Research, Spring 1993*

*Northwestern University, Evanston, IL: Marketing Research, Spring 1985*

### **Managers/Executive MBA courses**

*McDonald's Co., Oakbrook, IL, Pricing Strategy and Methods Training for Global Executives, February 2018-Ongoing*

*Indian School of Business, Hyderabad, Certificate Program in Strategic Retail Management, 2015, 2013, 2012*

*University of Missouri execMBA Program: Competitive Marketing Strategy, Fall 2013  
Bar-Ilan University, Tel Aviv, EMBA Sales Management, December 2012*

*WHU Koblenz Germany, Kellogg-WHU EMBA Program, Marketing Strategy, Spring 2003*

*Vanderbilt University, Owen Executive MBA Program, Nashville, Tenn., Marketing (Core) Fall 2000.*

*Washington University, Olin HSM Executive MBA Program, St. Louis, MO., Marketing Management, Spring 2000*

*NORTEL NETWORKS, Coral Gables, Fl., Instructor for Marketing Strategy in the University of Florida's Executive Education Program, July 1999*

*Vanderbilt University, Owen Executive MBA Program, Nashville, Tenn., Marketing Strategy, Spring 1999.*

*University of Florida, Gainesville, FL, MBA for Managers Program: Instructor for Advanced Marketing Management (Marketing Strategy), Fall 1994-Summer 1999.*

*A.T. & T. Universal Card Services, Jacksonville, FL: Instructor for Information-based Marketing Courses (Marketing Models Module) October-December 1994 and January-March 1995*

### **Ph.D. & Faculty Seminars and Workshops**

*Penn State University, ISBM, PhD Seminar Series: Personal Selling & Sales Mgt., Fall 2016  
University of Missouri, Journalism School: Seminar on Communications Markets, Spring 2011  
University of Missouri: Marketing Decision Models, Winter 2015, 2013, 2011, 2009, 2007, 2005  
Universities of Muenster & Groningen: Sales Force Research, Winter 2010, 2011*

*University of Kiel, Kiel, Germany: Three-day seminar on promotion response models and category management models, November 2004*

*University of Florida: Marketing Decision Models, Spring 1987 – Spring 1992*

## **UNIVERSITY ACTIVITIES**

*At University of Missouri*

Member, TCoB Executive Committee August 2013-2018

Marketing Department Chair, TCoB, August 2013-2018

Member, TCoB Named Professors Review Committee (Spring 2015, 2011)

Marketing P&T Committee Chair (2008-2010)

Member, TCoB Named Professors Review Committee (2008)

Faculty Member, TCoB Strategic Development Board (2006-2008)

Member, College Doctoral Programs Strategic Planning Task Force

Marketing PhD Coordinator (2004-2008)

Marketing Department Distinguished Speaker Series Coordinator (2003-2008)

Member, College of Business Strategic Planning Committee (2004-2005)

Member of College of Business Promotion and Tenure Committee (2003-2005)