

RAJESH K. CHANDY

ADDRESS

Department of Marketing & Logistics Management
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ACADEMIC POSITIONS

James D. Watkins Chair in Marketing, Carlson School of Management, University of Minnesota, 2007-present.

Co-Director, Institute for Research in Marketing, Carlson School of Management, University of Minnesota, 2007-present.

Full Professor, Carlson School of Management, University of Minnesota, 2007-present.

Carlson School Professor of Marketing, Carlson School of Management, University of Minnesota, 2005-2007.

Associate Professor with tenure, Carlson School of Management, University of Minnesota, 2004-2007.

Visiting Professor, SDA Bocconi School of Management, Bocconi University (Italy), 2006, 2007.

Assistant Professor, Carlson School of Management, University of Minnesota, 2000-2004.

Assistant Professor, College of Business Administration, University of Houston, 1997-2000.

Visiting Assistant Professor, Anderson Graduate School of Management, University of California, Los Angeles, 1996-1997.

INVITED OR ELECTED MEMBERSHIPS

Member, US Secretary of Commerce Advisory Committee on Measuring Innovation in the 21st Century Economy, 2006-present.

Member, American Marketing Association Academic Council, 2006-present.

Member, American Marketing Association Knowledge Development Coalition, 2005-present.

HONORS AND AWARDS: TEACHING

Carlson School of Management Award for Excellence in Teaching, 2003-2004.

Outstanding Faculty Dedication Award (2003-2004), voted by Carlson School full-time MBA Class of 2004.

Outstanding Professor of the Year (2002-2003), voted by Carlson School full-time MBA students.

HONORS AND AWARDS: RESEARCH

Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2008

Runner-up, AMA TechSIG Award for the Best Article on Technology or Innovation, 2007

Carlson School of Management Award for Excellence in Research, 2005-2006.

Finalist, ISBM Academic-Practitioner Challenge research proposal competition, 2006.

Winner, American Marketing Association Award for Early Career Contributions to Marketing Strategy Research, 2005.

Semi-finalist, INFORMS Daniel H. Wagner Prize for Excellence in Operations Research Practice, 2005.

Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2004

Semi-finalist, INFORMS Franz Edelman Award for Achievement in Operations Research and the Management Sciences, 2004.

Finalist, INFORMS Practice Prize for outstanding implementation of marketing science concepts and methods, 2004.

Finalist, American Marketing Association Award for Early Career Contributions to Marketing Strategy Research, 2003.

Finalist, 2003 William O'Dell Award for the *Journal of Marketing Research* article that provides the most significant long-term contribution to marketing theory, and/or methodology, and/or practice.

Winner, 2000 Harold H. Maynard award for the *Journal of Marketing* article that provides the most significant contribution to marketing theory and thought.

Finalist, 2000 Paul Green award for the *Journal of Marketing Research* article that contributes best to the practice of marketing research and research in marketing.

Melcher Faculty Research Fellow, University of Houston, 1999-2000.

Winner, 1998 Mary Kay Award for the best marketing dissertation, awarded by the Academy of Marketing Science.

Winner, 1995 Alden G. Clayton Award, from the Marketing Science Institute, Cambridge, MA, for the best dissertation proposal in marketing.

Winner, 1995 ISBM Doctoral Dissertation Award, from the Institute for Study of Business Markets, Pennsylvania State University, for the best dissertation proposal on business markets.

First Prize, USC International Business Education and Research dissertation proposal competition, 1995.

HONORS AND AWARDS: GENERAL

Invitee, Ditchley Foundation conference on “Innovation: The Driving Force in Business?”, 2008.

Faculty Fellow, American Marketing Association-Sheth Doctoral Consortium, 1999, 2002, 2003, 2004, 2005, 2007, 2008.

Faculty Fellow, European Marketing Academy Doctoral Colloquium, 2008.

Member, US Delegation, China-United States conference on Building an Innovative Society, organized by US Dept. of Commerce, the US Dept. of State, and the Chinese Ministries of Science and Technology and Commerce, and the National Development and Reform Commission of China, 2007.

Keynote speaker, Washington DC Marketing Colloquium, George Mason University, 2007.

Faculty Fellow, INFORMS Society for Marketing Science Doctoral Consortium, 2003, 2004.

Hightower Distinguished Lecturer in Marketing, Goizueta Business School, Emory University, 2004.

Member, New Products/Innovation Steering Group, MSI Research Generation Workshop, 2004.

Invitee, MSI Young Scholar Program for the “20 scholars identified as the potential leaders of the next generation of marketing academics,” 2003.

Invited speaker, Distinguished Visiting Scholar Series, University of Missouri, 2003.

Outstanding Reviewer Award, *Journal of the Academy of Marketing Science*, 1999-2003.

Marquis *Who's Who in the World*, *Who's Who in America*, 2001- Present.

Invited speaker, Distinguished Scholars Series, University of Central Florida, 2000.

Faculty Fellow, Southwest Federation of Administrative Disciplines Doctoral Consortium, 1999.

Invited speaker, Distinguished Visiting Scholar Series, Texas A&M University, 1999.

Fellow, AMA Doctoral Consortium, University of Pennsylvania, 1995.

Fellow, Southwest Doctoral Consortium, University of Houston, 1996.

Fellow, Doctoral Internationalization Consortium, University of Texas at Austin, 1995.

USC Marshall School of Business Doctoral Fellowship, 1992-1996.

University of Oklahoma Burnett Scholarship, 1992.

University of Oklahoma Graduate Fee Waiver Scholarship 1991-1992.

University of Oklahoma Dean's Honor Roll 1990-1991.

Outstanding Student Award, Institute for Electrical and Electronics Engineers, 1989

EDUCATION

Doctor of Philosophy, Business Administration, December 1996
University of Southern California

Master of Business Administration
Michael Price College of Business Administration, University of Oklahoma, May 1993

Bachelor of Engineering, Electronics and Communication Engineering, June 1990
Madurai Kamaraj University, India

PUBLICATIONS

Gerard Tellis, Jaideep Prabhu, and Rajesh Chandy (2009), "Radical Innovation in Firms Across Nations: The Pre-eminence of Corporate Culture," *Journal of Marketing*, forthcoming.

Raghunath Rao, Rajesh Chandy, and Jaideep Prabhu (2008), "The Fruits of Legitimacy: Why Some New Ventures Gain More From Innovation Than Others Do," *Journal of Marketing*, forthcoming.

Aboulnasr, Khaled, Om Narasimhan, Ed Blair, and Rajesh Chandy (2008), "Competitive Response to Radical Innovations," *Journal of Marketing*, (May).

Yadav, Manjit, Jaideep Prabhu, and Rajesh Chandy (2007), "Managing the Future: CEO Attention and Innovation Outcomes," *Journal of Marketing*, (October).

Sorescu, Alina, Rajesh Chandy, and Jaideep Prabhu (2007), "Why Some Acquisitions Do Better than Others: Product Capital as a Driver of Long-term Stock Returns," *Journal of Marketing Research* (February).

Chandy, Rajesh, Om Narasimhan, Brigitte Hopstaken, and Jaideep Prabhu (2006), "From Invention to Innovation: Conversion Ability in Product Development," *Journal of Marketing Research* (August).

- Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2008

Tellis, Gerard, Rajesh Chandy, Deborah MacInnis, and Pattana Thaivanich (2005), "Modeling the Effects of Television Advertising: Which Ad Works, When, Where, How Long, and Why?" *Marketing Science* (Summer).

Prabhu, Jaideep, Rajesh Chandy, and Mark Ellis (2005), "The Impact of Acquisitions on Innovation: Poison Pill, Placebo, or Tonic?" *Journal of Marketing*, 68 (January).

- Honorable Mention, Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2007

Chandy, Rajesh, Peter Golder, and Gerard Tellis (2004), "Historical Research in Marketing Strategy: Method, Myths, and Promise," in *Cools Tools for Assessing Marketing Strategy Performance*, Christine Moorman and Donald Lehmann (eds.), Boston, MA: Marketing Science Institute.

Chandy, Rajesh (2003), "Research as Innovation: Rewards, Perils, and Guideposts for Research and Reviews in Marketing," *Journal of the Academy of Marketing Science*, 31 (Summer), 351-55.

Sorescu, Alina, Rajesh Chandy, and Jaideep Prabhu (2003), "Sources and Financial Consequences of Radical Innovation: Insights from Pharmaceuticals," *Journal of Marketing*, 66 (October), 82-102

- Alina Sorescu received the following awards for this research:
 - 2003 John A. Howard Award from the American Marketing Association for the best dissertation in marketing
 - 2003 Mary Kay Award from the Academy of Marketing Science for the best dissertation in marketing

Chandy, Rajesh, Jaideep Prabhu, and Kersi Antia (2003), "What Will the Future Bring? Technology Expectations, Dominance, and Radical Product Innovation," *Journal of Marketing*, 66 (July), 1-18.

- Lead article
- Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2004
- Reprinted in Murray Millson and David Wilemon (2008), *Strategy of Managing Innovation and Technology*, Upper Saddle River, NJ : Pearson Prentice Hall.

Chandy, Rajesh, Gerard Tellis, Deborah MacInnis, and Pattana Thaivanich (2001), "What to Say When: Advertising Execution in Evolving Markets," *Journal of Marketing Research*, 38 (November), 399-414.

- Lead article
- Reprinted in Kitchen, Philip et al. (2005), *A Reader in Marketing Communications*, New York: Routledge.

Chandy, Rajesh and Gerard Tellis (2000), "The Incumbent's Curse? Incumbency, Size and Radical Product Innovation," *Journal of Marketing*, 64 (July), 1-17.

- Lead article, Co-Winner of the 2000 Harold Maynard Award

Tellis, Gerard, Rajesh Chandy, and Pattana Thaivanich (2000), "Which Ad Works, When, Where and How Often? Testing the Effects of Direct TV Advertising," *Journal of Marketing Research*, 37 (February).

- Finalist, 2000 Paul Green Award

Tellis, Gerard, Rajesh Chandy, and David Ackerman (1999), "In Search of Diversity: The Record of Major Marketing Journals," *Journal of Marketing Research*, 36 (February).

Chandy, Rajesh and Gerard Tellis (1998), "Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize," *Journal of Marketing Research*, 35 (November).

- Finalist, 2003 William O'Dell Award

MSI AND ISBM REPORTS

Yadav, Manjit, Jaideep Prabhu, and Rajesh Chandy (2007), "Managing the Future: CEO Attention and Innovation Outcomes," Marketing Science Institute Report, Cambridge, MA: Marketing Science Institute.

Sorescu, Alina, Rajesh Chandy, and Jaideep Prabhu (2004), "Who Introduces More Radical Innovations, and Who Gains More From Them?" Marketing Science Institute Report No. 03-118, Cambridge, MA: Marketing Science Institute.

Chandy, Rajesh, Jaideep Prabhu, and Kersi Antia (2003), "What Will the Future Bring? Technology Expectations, Dominance, and Radical Product Innovation," Marketing Science Institute Report No. 02-122, Cambridge, MA: Marketing Science Institute.

Chandy, Rajesh, Gerard Tellis, Deborah MacInnis, and Pattana Thaivanich (2001), "What to Say When: Advertising Execution in Evolving Markets," Marketing Science Institute Report No. 01-103, Cambridge, MA: Marketing Science Institute.

Chandy, Rajesh and Gerard Tellis (2000), "The Incumbent's Curse? Incumbency, Size, and Radical Product Innovation," Marketing Science Institute Report No. 00-100, Cambridge, MA: Marketing Science Institute.

Tellis, Gerard, Rajesh Chandy, and Pattana Thaivanich (1999), "Decomposing the Effects of Direct TV Advertising: Which Ad Works, When, Where, and How Long?" Marketing Science Institute Report No. 99-118, Cambridge, MA: Marketing Science Institute.

Chandy, Rajesh and Gerard Tellis (1998), "Organizing for Radical Product Innovation," Marketing Science Institute Report No. 98-102, Cambridge, MA: Marketing Science Institute.

Chandy, Rajesh and Gerard Tellis (1997), "Organizing for Radical Product Innovation," ISBM Report 10-1997, Institute for Study of Business Markets, Penn State University.

Chandy, Rajesh and Anne Stringfellow (1995), "Organizational Innovation for Effective New Product Development," Marketing Science Institute Report No. 95-120, Cambridge, MA: Marketing Science Institute.

RESEARCH GRANTS

\$25,000 from the Institute for the Study of Business Markets, Pennsylvania State University, for research on multinational innovation, 2006.

\$20,700 from the Marketing Science Institute for research on multinational innovation, 2006.

\$15,000 from the Center for Research in Technology & Innovation at the Kellogg School at Northwestern University for research on multinational innovation, 2006.

\$7,250 grant from the Marketing Science Institute for research on innovation in the banking industry, 2004

\$10,599 Grant-in-Aid of Research from the University of Minnesota for research on radical innovation, 2003-2004.

\$7,000 grant from the Marketing Science Institute for research on radical innovation in the pharmaceutical industry, 2002.

\$12,869 Grant-in-Aid of Research from the University of Minnesota for research on acquisitions in high-tech markets, 2001-2002.

\$6,000 grant from the Marketing Science Institute for research on technology expectations, 2000.

\$6,000 grant from the Marketing Science Institute for research on advertising effectiveness, 1998.

\$5,000 grant from the Marketing Science Institute for research on the incumbent's curse, 1998.

\$6,000 Research Initiation Grant from the University of Houston for research on the incumbent's curse, 1998.

\$5,000 grant from the Marketing Science Institute for research on organizing for radical product innovation, 1995.

\$5,000 grant from the Institute for Study of Business Markets, Pennsylvania State University, for research on organizing for radical product innovation, 1996.

INVITED PRESENTATIONS AT ACADEMIC OR GOVERNMENT INSTITUTIONS

2008:

Tanaka Business School, Imperial College London
Yale School of Management, Yale University
Rensselaer Polytechnic Institute
School of Business, University of Wisconsin
Olin School of Business, Washington University
Tuck School of Business, Dartmouth College
School of Management, University of Illinois at Chicago

2007:

Faculty of Economics and Business Administration, Free University of Amsterdam
Bauer College of Business, University of Houston
SDA Bocconi School of Management, Bocconi University
Kellogg School of Management, Northwestern University
Darden School of Business, University of Virginia
Stern School of Business, New York University
School of Management, George Mason University (also listed under "Honors and Awards")
Department of Business Administration, Carlos III University, Madrid, Spain

2006:

SDA Bocconi School of Management, Bocconi University
National Science Foundation
London Business School, Summer & Fall
David Eccles School of Business, University of Utah
W.P. Carey School of Business, Arizona State University

College of Business and Economics, Washington State University
Marshall School of Business, University of Southern California

2005:

Faculty of Economics and Business, Tilburg University

2004:

McCombs School of Business, University of Texas at Austin
Goizueta Business School, Emory University (also listed under “Honors and Awards”)
Bauer College of Business, University of Houston
School of Business, University of Washington
Neeley School of Business, Texas Christian University
Rotterdam School of Economics, Erasmus University
Faculty of Economics and Business Administration, Maastricht University

2003:

Tuck School of Business, Dartmouth College
College of Business Administration, University of Missouri (also listed under “Honors and Awards”)
Katz School of Business, University of Pittsburgh
Smeal College of Business, Pennsylvania State University
Bauer College of Business, University of Houston

2002:

Terry College of Business, University of Georgia
Fisher College of Business, Ohio State University
Bauer College of Business, University of Houston

2001:

Fuqua School of Business, Duke University

2000:

College of Business, University of Central Florida (also listed under “Honors and Awards”)
Bauer College of Business, University of Houston

1999:

Ivey School of Business, University of Western Ontario
Mays College of Business, Texas A&M University (also listed under “Honors and Awards”)
Carlson School of Management, University of Minnesota

1998:

Marshall School of Business, University of Southern California

1996:

Harvard Business School, Harvard University
Institute for Management Development, Lausanne, Switzerland
College of Business Administration, University of Missouri-Columbia
College of Business, Texas Tech University

College of Business Administration, University of Houston
Anderson Graduate School of Management, University of California, Los Angeles

TEACHING

Carlson School of Management, University of Minnesota:

Technology Marketing (MBA elective), Spring 2001, 2002, 2003, 2004, 2005, 2007.
Marketing Management and Strategy (Ph.D. Seminar), Spring 2002, 2004, 2006, 2008.
Innovation Seminar (Seminar for Executive MBA students from ESCP-EAP, Paris), Fall 2002, Spring 2003, Fall 2003, Spring 2004, Fall 2004, Spring 2005, Fall 2005, Spring 2006.
Global Executive MBA International Residency Program, 2006, 2007.
Technology Marketing and Management (Warsaw Executive MBA elective), Spring 2003, 2004, 2005, 2006, 2007.
New Product Development (Executive Development Program), Spring 2005.
Strategic Marketing Management (Executive Development Program), Spring 2005, Fall 2005, Spring 2006.

SDA Bocconi School of Management, Bocconi University:

Innovation Management (Ph.D. Seminar), Fall 2006, Fall 2007.

College of Business Administration, University of Houston:

Innovation Management (MBA elective), Summer 1999
Ph. D. Research Practicum in Marketing, Spring 1998
Marketing Management (core MBA marketing course), 1998-2000

Anderson Graduate School of Management, University of California, Los Angeles:

Marketing Strategy and Planning (capstone marketing elective) 1996-97.

Marshall School of Business, University of Southern California:

Marketing Management (core undergraduate marketing course), 1995, 1996.

JOURNAL-RELATED SERVICE

Journal of Marketing: Member, Editor Selection Committee, 2007

Editorial Review Board:

Journal of Marketing Research (2007-present)
International Journal of Research in Marketing (2006-present)
Journal of the Academy of Marketing Science (1999-2006)
Marketing Letters (2000-present)
IEEE Transactions on Engineering Management (2004-present)
Journal of Marketing (2002-2005)

Ad Hoc Reviewer:

Research Policy
Management Science
MIT Press

John Wiley and Sons
International Journal of Research in Marketing
Innovation and Management
Industry and Innovation
Journal of Business Research
Journal of International Business Studies
Organizational Research Methods
International Journal of Service Industry Management
AMA Winter Educators Conference
AMA Summer Educators Conference
Social Sciences and Humanities Research Council of Canada
Association for Consumer Research Conference
European Marketing Academy Conference
World Marketing Congress
Product Development Management Association Dissertation Award competition
ISBM Dissertation Award Competition
MSI Alden Clayton Dissertation Competition
AMA John Howard Dissertation Competition
Applied Stochastic Models in Business and Industry

COLLEGE-LEVEL SERVICE

University of Minnesota:

Member, Board of Advisors, Institute for Research in Marketing, 2006-2007
Member, Executing Education Faculty Advisory Committee, 2007-
Member, MBA Core Review Committee, 2005-2006
Member, Medical Industry Leadership Institute Taskforce, 2004
Member, Diversity Taskforce, 2004
Member, Director of International Programs Search Committee, 2004

University of Houston:

Member, MBA Curriculum Committee, College of Business Administration, 1998-2000
Member, Dean's Task Force to Evaluate the College of Business Administration Ph. D. program, 1999

DEPARTMENT-LEVEL SERVICE

University of Minnesota:

Ph.D. Program Coordinator, 2004-2007
Chair, Faculty Recruitment Committee, 2002, 2003, 2004 (Spring), 2005, 2007
Member, Faculty Recruitment Committee, 2000, 2001, 2004 (Fall), 2005 (Spring)
Faculty Representative, Haring Symposium, Indiana University, 2004
Coordinator, Marketing Department Research Seminar Series, 2001- 2004
Member, Department Chair Selection Committee, 2003, 2004, 2005
Coordinator, Research Using Students program, Summer 2001-Summer 2002
Member, Marketing Department Ph.D. committee, Fall 2001-Fall 2002

University of Houston:

Chair, Ph.D. Curriculum Review Committee, 2000

Coordinator, Marketing Department Research Seminar Series, Spring 1998- Spring 2000

Faculty Coordinator, Southwest Doctoral Symposium, 1998, 1999, 2000

Member, Ph.D. Methods Exam Committee, 1999

Member, Ph.D. Advisory Committee, 1998-2000

DOCTORAL DISSERTATION COMMITTEES**University of Western Ontario:**

External Member: Sudha Mani

University of Pittsburgh:

External Member: Feisal Murshed

University of Minnesota:

Member: Maggie Meng (Carlson School of Management)

Member: K. S. Unnikrishnan (Department of Economics)

Member: Fabricio Nunes (Department of Applied Economics)

Cambridge University (UK):

External Examiner: Alex Bernhardt

External Examiner: Chander Velu

External Examiner: Jong-Ho Lee

External Examiner: Erik Schlie

University of Houston:

Co-chair: Khaled Aboulnasr

Co-chair: Alina Sorescu

Member: Raj Echambadi

Member: Werner Reinartz

Member: Andrea Stanaland

OTHER STUDENT COMMITTEES**University of Minnesota:**

Member, Doctoral Advising Committee: Naren Peddibhotla (Decision and Information Sciences Dept.)

Member, Master's Thesis Committee: Brianna Rygg (College of Natural Sciences)

OTHER PROFESSIONAL SERVICE

Invitee, AMA Evidence-Based Marketing conference, 2008.

Member, 2008 Organizing Committee, Institute for the Study of Business Markets Conference, San Diego.

Member, 2008 Conference Committee, Yale Center for Customer Insights Conference, Yale University

Invited participant, US Department of State Webchat on Innovation, 2008

Invited participant, 2007 IBM Global Innovation Outlook Conference, New York.

Invited panelist, 2007 Chicagoland Innovation Summit, Chicago.

Invited panelist, 2007 MED Week Conference on Innovation, US Department of Commerce Minority Business Development Agency, Washington DC.

Invited speaker, Making the Transition: A Workshop for Junior Faculty, 2007 AMA Summer Educators Conference, Washington DC.

Track Chair, Marketing Research, Technology, and Innovation Track, 2008 Winter Marketing Educators Conference.

Track Chair, International/Multinational Marketing Track, 2007 Academy of Marketing Science Conference.

Invited speaker, Making the Transition: A Workshop for Junior Faculty, 2006 AMA Winter Educators Conference, St. Petersburg, FL.

Track Chair, New Product and High Technology Management Track, 2005 Summer Marketing Educators Conference.

Invited speaker, Making the Transition: A Workshop for Junior Faculty, 2005 AMA Winter Educators Conference, San Antonio, TX.

Vice-President of Programs, American Marketing Association Technology and Innovation Special Interest Group, 2003-2005.

Conference Co-Chair, "Hot Thoughts on Innovation: Insights at the Intersection of Technology and Marketing," Boston, MA, August 2004.

Invited panelist, "Effective Strategies for Early Faculty Career Management," American Marketing Association *Winter Educators Conference*, Scottsdale, AZ, February 2004.

Invited panelist, AMA Doctoral Student Special Interest Group Mentors' Breakfast, Scottsdale, AZ, February 2004

Invited panelist, session on "Historical Method," MSI/AMA Conference on *Cool Tools for Assessing Marketing Strategy Performance*, Chicago, IL, August 2003

Invited panelist, session on "Innovation and New Product Development," *EURO/INFORMS Conference*, Istanbul, Turkey, July 2003.

Invited panelist, session on "New Frontiers in Innovation Research," American Marketing Association *Winter Educators Conference*, Orlando, FL, February 2003.

Invited panelist, session on "Managing Your Career; Getting Promoted," AMA-Sheth Doctoral Consortium, Emory University, July 2002.

Invited panelist, session on "Impediments and Enablers of Product Innovation: Status of Knowledge and Directions for Future Research," American Marketing Association *Summer Educators Conference*, Washington, D.C., August 2001.

Invited panelist, session on "Research and Publishing: The High Road to the Tenure Trail," 1998 Southwest Federation of Administrative Disciplines Doctoral Consortium, Houston, TX.

Chair, special session on New Frontiers in Testing Advertising and Promotion Effectiveness, 1998 AMA *Winter Marketing Educator's Conference*, Austin, TX.

Chair, session on Building Responsive Organizations, MSI Conference on *Really New Products, Evolving Markets, and Responsive Organizations*, May 1997.

Chair, session on Computer Technologies in Marketing Education, AMA *Winter Marketing Educators' Conference*, La Jolla, CA, February 1995.