

RAJESH K. CHANDY

ADDRESS

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ACADEMIC EMPLOYMENT

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

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

Visiting Professor, SDA Bocconi School of Management, Bocconi University, 2006.

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.

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

INVITED OR ELECTED MEMBERSHIPS

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

Member, American Marketing Association Academic Council, 2006-

Member, American Marketing Association Knowledge Development Coalition, 2005-

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

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

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 Technology and Innovation Special Interest Group Best Article Award, 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.

Co-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

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

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

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

PUBLICATIONS

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

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).

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).

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 Technology and Innovation Special Interest Group Best Article Award, 2004

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

PAPERS UNDER REVIEW

“Competitive Responses to Radical Innovations,” with Khaled Aboulnasr, Ed Blair, and Om Narasimhan, under revision for second submission, *Journal of Marketing*.

“Radical Innovation in Firms Across Nations,” with Gerry Tellis and Jaideep Prabhu, under revision for second submission, *Marketing Science*.

“The Fruits of Legitimacy: Why Some New Ventures Gain More From Innovation Than Others Do,” with Raghunath Rao and Jaideep Prabhu, under revision for second submission, *Journal of Marketing*.

“Evolution or Revolution? Business Model Innovation in Network Markets,” with Chander Velu and Jaideep Prabhu, under revision for second submission, *Marketing Science*.

MSI AND ISBM REPORTS

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

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

\$32,067 McKnight-Business and Economics Grant for research on conversion ability in new product development, Carlson School of Management, University of Minnesota, 2003.

\$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.

RESEARCH DISCUSSIONS IN POPULAR PRESS

Marketing Management, "The Dominant Factor," March/April 2004.

Marketing Management, "Advertising in Evolving Markets," March/April 2004.

Insights from Marketing Science Institute, "Who Gains Most from Radical Innovation?" Winter 2004.

Marketing News, "Fear of Obsolescence Steers Top Firms Toward Radical Innovation," July 21, 2003.

Insights from Marketing Science Institute, "The Role of Paranoia in Innovation," Summer 2003.

Marketing Management, "Age-Targeted Advertising," January/February.

Investor's Business Daily, "Cannibalize Your Own Products? If You Don't, Someone Else Will," January 16, 2002.

Insights from Marketing Science Institute, "Advertising Execution in Evolving Markets," Fall 2001.

Marketing News, "What to Say When: Advertising Appeals in Evolving Markets," October 8, 2001.

Innovation@work, "Does Size Matter? Innovation at Big vs. Small Companies," November 2000.

CambridgeBusiness Bulletin, "Expectations and Innovation: Who Stands to Gain Most from New Technologies?" Issue 3, 2000.

Insights from Marketing Science Institute, "Incumbency, Size, and Radical Innovation," Spring/Summer 2000.

Marketing News, "No Curse: Incumbents Also Pursue the Radically New," July 2, 2000.

Marketing News, "Analyzing Models Affecting TV Ads, and Creating A Haphazard Approach," February 14, 2000.

Fortune magazine, "The One-Minute Cannibal," September 6, 1999.

Insights from Marketing Science Institute, "Embracing Cannibalization for Radical Innovation," Winter/Spring 1998.

Houston Chronicle, "Cannibalism Seen as Key to Survival," October 8, 1998.

UHCN News, "Chandy: 'Cannibalization' May Spell Survival for Businesses," October 1, 1998.

INVITED PRESENTATIONS AT ACADEMIC OR GOVERNMENT INSTITUTIONS

Department of Business Administration, Carlos III University, Madrid, 2007

SDA Bocconi School of Management, Bocconi University, 2006

National Science Foundation, 2006

London Business School, 2006

David Eccles School of Business, University of Utah, 2006

W.P. Carey School of Business, Arizona State University, 2006

College of Business and Economics, Washington State University, 2006

Marshall School of Business, University of Southern California, 2006

Faculty of Economics and Business, Tilburg University, 2005

McCombs School of Business, University of Texas at Austin, 2004

Goizueta Business School, Emory University, 2004 (also listed under “Honors and Awards”)

School of Business, University of Washington, 2004

Neeley School of Business, Texas Christian University, 2004

Rotterdam School of Economics, Erasmus University, 2004

Faculty of Economics and Business Administration, Maastricht University, 2004

Tuck School of Business, Dartmouth College, 2003

College of Business Administration, University of Missouri, 2003 (also listed under “Honors and Awards”)

Katz School of Business, University of Pittsburgh, 2003

Smeal College of Business, Pennsylvania State University, 2003

Terry College of Business, University of Georgia, 2002

Fisher College of Business, Ohio State University, 2002

Fuqua School of Business, Duke University, 2001

College of Business, University of Central Florida, 2000 (also listed under “Honors and Awards”)

Ivey School of Business, University of Western Ontario, 1999

Mays College of Business, Texas A&M University, 1999 (also listed under “Honors and Awards”)

Carlson School of Management, University of Minnesota, 1999

Marshall School of Business, University of Southern California, 1998

Harvard Business School, Harvard University, 1996

Institute for Management Development, Lausanne, Switzerland, 1996

College of Business Administration, University of Missouri-Columbia, 1996

College of Business, Texas Tech University, 1996

College of Business Administration, University of Houston, 1996, 2000, 2002, 2003, 2004

Anderson Graduate School of Management, University of California, Los Angeles, 1996

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.

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.

Technology Marketing and Management (Warsaw Executive MBA elective), Spring 2003, 2004, 2005, 2006.

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.

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.

REVIEWING ACTIVITY

Editorial Review Board:

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:*Journal of Marketing Research**Research Policy**Management Science*

MIT Press

John Wiley and Sons

*International Journal of Research in Marketing**Innovation and Management**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**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-

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-present

Chair, Faculty Recruitment Committee, 2002, 2003, 2004 (Spring), 2005

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 (in progress)

University of Pittsburgh:

External Member: Feisal Murshed

University of Minnesota:

Member: Maggie Meng (in progress, Carlson School of Management)

Member: K. S. Unnikrishnan (in progress, Department of Economics)

Member: Fabricio Nunes (in progress, 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

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.

Editor, Graduate Business Students' Association Newsletter, University of Oklahoma, 1991-1992.