

S. Sriram

School of Business
University of Connecticut
Storrs, CT 06269

Phone: (860) 486 9351
Fax: (860) 486 5246
E-Mail: ssriram@business.uconn.edu

EDUCATION

Ph.D. in Management (Marketing Concentration), 2004
Krannert School of Management, Purdue University

Bachelor of Technology, 1995
Indian Institute of Technology, Madras, India

ACADEMIC EXPERIENCE

Assistant Professor of Marketing, University of Connecticut, August 2005 - Present

Assistant Professor of Marketing, State University of New York at Binghamton,
September 2004 – August 2005

Graduate Instructor, Krannert Graduate School of Management, Purdue University, 1999-2003

PUBLICATIONS

1. Sriram, S., Pradeep Chintagunta, and Ramya Neelamegham (2006), "Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in Technology Product Markets," *Marketing Science*, Vol. 25 (5), 440-456.
2. Gupta, Sunil, Dominique Hanssens, Bruce Hardie, William Kahn, V Kumar, Nathaniel Lin, Nalini Ravishanker, and S. Sriram (2006), "Modeling Customer Lifetime Value," *Journal of Service Research*, Vol. 9 (2), 139-155.
3. Nikolaeva, Ralitza and S. Sriram (2006), "The Moderating Role of Consumer and Product Characteristics on the Value of Customized Online Recommendations," *International Journal of Electronic Commerce* Vol. 11 (2), 101-124.
4. Sriram, S., and Manohar Kalwani (2007), "Optimal Advertising and Promotion Budgets in Dynamic Markets with Brand Equity as a Mediating Variable," *Management Science*, Vol. 53 (1), 46-60.
5. Sriram, S., S. Balachander, and Manohar Kalwani (2007), "Monitoring the Dynamics of Brand Equity Using Store-Level Data," *Journal of Marketing*, Vol. 71 (April), 61-78.
6. Oakley, Jim, Adam Duhachek, S. Balachander, and S. Sriram, "Understanding the Simultaneous Effects of Category Fit and Order of Entry on Consumer Perceptions of Brand Extensions," *Journal of Consumer Research*, forthcoming.
7. Nikolaeva, Ralitza, Manohar Kalwani, William Robinson, and S Sriram, "Survival Determinants for Online Retailers," *Review of Marketing Science* (conditionally accepted).

PAPERS UNDER REVIEW & WORKING PAPERS

1. Investigating Consumer Adoption of Related Technology Products (Under review at *Marketing Science*) with Pradeep Chintagunta and Manoj Agarwal.
2. Manufacturer-Retailer Competition in Grocery Retailing Channels: An Empirical Investigation of Three Categories (Under revision for second review at the *Journal of Law and Economics*) with Vrinda Kadiyali
3. Channel Responses to Brand Introductions: An Empirical Investigation (Under revision for second review at the *International Journal of Research in Marketing*) with Vrinda Kadiyali

RESEARCH PRESENTATIONS

- “Investigating Consumer Adoption of Related Technology Products,” *Kellogg School of Management Workshop*, Northwestern University, 2007
- “Investigating the Adoption of Technology Products Across Two Related Product Categories,” *Frank Bass Conference*, University of Texas at Dallas, 2007
- “Studying the Adoption of Technology Products Across Multiple Categories Using Individual Level Data,” *Marketing Science Conference*, University of Pittsburgh, 2006
- “Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in Technology Product Markets,” *BCRST Conference*, Syracuse University, 2005.
- “Dynamics of Brand Equity and Its Implications for Long-Term Profitability: An Application of the Kalman Filter Methodology,” *Haring Symposium*, Indiana University, 2004.
- "Measuring, Tracking, and Managing Brand Equity in Consumer Packaged Goods Markets," *INFORMS Marketing Science Conference*, University of Maryland, 2003.
- "Measuring, Tracking, and Managing Brand Equity in Consumer Packaged Goods Markets," *Krannert Graduate School Marketing Seminar Series*, 2003.

HONORS AND AWARDS

Research

- Winner of the ISBM \$100,000 Academic Practitioner Challenge Award (with V. Kumar, Pradeep Chintagunta, and Anita Man Luo), 2006
- Faculty Fellow, AMA Doctoral Consortium, 2005
- INFORMS Doctoral Consortium Fellow, 2003
- AMA Doctoral Consortium Fellow, 2002

Teaching

- Voted Teacher of the Year in Marketing by the outgoing batch of full-time MBA students, 2006

- Certificate of Recognition for Teaching Excellence awarded by the Krannert Dean's office, Purdue University, 2003
- Inducted as an Associate Fellow of the Purdue Teaching Academy, 2002
- Certificate for Distinguished Teaching awarded by the Krannert Dean's office, Purdue University, 2002
- Certificate for Distinguished Teaching awarded by the Krannert Dean's office, Purdue University, 2001
- Certificate of Recognition for Teaching Excellence awarded by the Krannert Dean's office, Purdue University, 1999

Service

- Special Doctoral Student Service Award awarded by the Krannert Dean's office, Purdue University 2001

RESEARCH INTERESTS

- Long-Term Effects of Marketing Actions
- Optimal Allocation of Marketing Budgets
- Empirical Industrial Organization Models
- Strategic Interactions between Firms
- Consumer Adoption of Technology Products
- Brand Equity

TEACHING INTERESTS

- Marketing Management
- Marketing Research
- Product Management
- New Product Management
- Marketing Strategy
- Pricing

TEACHING EXPERIENCE

School of Business, University of Connecticut

- Marketing Research (MBA), Fall 2005, Fall 2006
- Marketing Core (MBA), Spring 2007
- New Product Management (MBA), Spring 2006

School of Management, State University of New York at Binghamton

- Marketing Research (Undergraduate), Fall 2004
- Marketing Research (MBA), Fall 2004
- Product Management (Undergraduate), Spring 2005
- Product Management (MBA), Spring 2005

Krannert School of Management, Purdue University

- Marketing Research (Undergraduate), Spring 2001, Spring 2002, Fall 2003
- Marketing Management (Undergraduate), Fall 1999, Spring 2000

INDUSTRY EXPERIENCE

Marketing Executive, Steel Authority of India Limited, Bombay, India, 1995-1998

SERVICE

- Ad Hoc Reviewer for
 - Management Science
 - Marketing Science
 - Journal of Retailing
 - International Journal of Forecasting
 - President, Krannert Doctoral Students Association, Purdue University *2001-2002*
 - Vice-President, Krannert Doctoral Students Association, Purdue University *1999-2001*
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