

**RAMKUMAR JANAKIRAMAN**  
(September 2017)

Moore School of Business  
University of South Carolina  
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### **Appointments**

University of South Carolina, Darla Moore School of Business, Columbia, SC

- Associate Professor of Marketing, August 2015 to present
- Business Partnership Foundation Research Fellow, August 2015 to present

Texas A&M University, Mays Business School, College Station, TX

- Associate Professor of Marketing, September 2013 to July 2015
- Mays Research Fellow, September 2014 to July 2015
- Mays Teaching Fellow, September 2012 to August 2014
- Shelley and Joe Tortorice '70 Faculty Research Fellow, September 2009 to August 2012
- Assistant Professor of Marketing, August 2006 to August 2013

Loyola Marymount University, College of Business, Los Angeles, CA

- Visiting Assistant Professor of Marketing, January 2006 to May 2006

University of Southern California, Marshall School of Business, Los Angeles, CA

- Instructor, Department of Marketing, 2003 to 2005

### **Education**

University of Southern California, Los Angeles, CA

- Ph.D. in Business Administration (Marketing), 2006

University of Pittsburgh, Pittsburgh, PA

- Master of Science (MS in Materials Science & Engineering)

Indian Institute of Technology (BHU), Varanasi, India

- Bachelor of Technology (Honors) (B.Tech. in Metallurgical Engineering)

### **Honors and Awards**

- Business Partnership Foundation Research Fellow, Moore School of Business, August 2015 to present
- Center for Executive Development Professor in Business, Mays Business School (awarded November 2014)

- Mays Research Fellow, Mays Business School (September 2014 to August 2015)
- Thought Leader, Thought Leadership Conference on Mobile Marketing and its Implications for Retailing, Texas A&M University, 2015
- Association of Former Students Teaching Award, Texas A&M University, 2013.
- Finalist for Industry Studies Association-INFORMS 2011 Best Paper Award
  - Criteria include that the paper is based on field research, use analytical modeling or statistical analysis and demonstrate evidence that the authors understand the workings of the industry in a grounded, contextualized way.
  - Selected as one of the five finalists from a set of 800 articles published in 11 INFORMS journals during 2011.
- Honorable Mention, Best Paper Award (2011), Decision Sciences Journal
  - Recognition for my paper by the Decision Science Institute for its exceptional managerial significance, high level of intellectual stimulation and academic contribution.
- Mays Teaching Fellow, Mays Business School (September 2012 to August 2014)
  - For developing new courses and for outstanding teaching contributions to MS program in Marketing
- Shelley and Joe Tortorice '70 Faculty Research Fellowship, Mays Business School (2009-2012)
- Dean Research Performance Recognition Grant, Mays Business School (2008, 2009, 2010, 2011, 2012, 2014)
- Dean Teaching Performance Recognition Grant, Mays Business School (2013)
- Thought Leader, Thought Leadership Conference on Multi Channel Retailing, Center for Retailing Studies, Texas A&M University, 2009
- Undergraduate Teaching Excellence Award, Marketing, University of Southern California, 2005
- Undergraduate Teaching Excellence Award, Marketing, University of Southern California, 2004

### **Research Interests**

- *Substantive*: Digital/Social Media, Multichannel Marketing, Innovation, Big Data in Marketing, Retailing, Health/Health Care Marketing, Marketing and Public Policy
- *Methodological*: Structural learning models, Consumer choice models, Applied econometrics

## Teaching Interests

- Marketing Analytics, Pricing Analytics, Customer Relationship Management, Marketing Research, Database Marketing, Doctoral seminars in Marketing

## Peer- Reviewed Publications

- Park, Eunho, Rishika Rishika, Ramkumar Janakiraman, Mark Houston, and Byungjoon Yoo, “Social Dollars in Online Communities: The Effect of Product, User and Network Characteristics,” (forthcoming), *Journal of Marketing*.
- Li, Hengyun, Ziqiong Zhang, Fang Meng and Ramkumar Janakiraman, “Is peer evaluation of consumer online reviews socially embedded? – An examination combining reviewer’s social network and social identity,” *International Journal of Hospitality Management*, 67(2017), 143-153
- Mukherji, Prokriti, Ramkumar Janakiraman, Shantanu Dutta and Surendra Rajiv (2017), “How Direct-to-Consumer Advertising for Prescription Drugs Affects Consumers' Welfare: A Natural Experiment Tests the Impact of FDA Legislation,” *Journal of Advertising Research*, 57(1), 94-108.
- Kumar, Ashish, Rishika Rishika, Ram Bezawada, Ramkumar Janakiraman and P.K. Kannan, "From Social to Sale: The Effects of Firm Generated Content in Social Media on Customer Behavior," (2016), *Journal of Marketing*, 80 (1), 7-25.
  - Lead Article
- Edwardson, Nicholas, Bitu Kash and Ramkumar Janakiraman (2016), “Measuring the impact of electronic health record adoption on charge capture,” *Medical Care Research and Review*, (July 13), 1-13.
- Winterich, Karen Page, Michael J. Barone, Robert E. Carter, Ramkumar Janakiraman, and Ram Bezawada (2015), "Tis Better To Give Than Receive? How Gender, Age, and Residence Segments Vary in Their Choice of Discount- Versus Donation-Based Promotions," *Journal of Consumer Psychology*, 25 (4), 622-634.
- Dong, Xiaojing, Ramkumar Janakiraman and Ying Xie (2014), “The Effect of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication,” *Marketing Science*, 33 (4), 567–585 (equal contribution).
- Ramkumar, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada (2013), “The Impact of Customers’ Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation,” *Information Systems Research*, 24(1), 108-127.
  - Finalist in the CIONET European Research Paper of the Year 2014.
  - Media Mentions: TAMU Times, @Mays, Biz Inc, Yahoo!Canada, Yahoo!Finance India, Fox Business, IEEE Computer Society, NetIndia123.com, Newstrack India, The Spectrum, Calcutta News,

Albuquerque Express, Herald Globe, India4u.com, TruthDive, News Track India, Yahoo! India News, NewsroomAmerica, India Vision, News.SmasHits.com, Computing Now, Press News.org, Webindia123.com, Science Newslane, Phys.Org , Science Blog, e! Science News, Business News Daily, World News, Innovations Report , Noodles, High Text Verlag, Alpha Galileo Alpha Galileo (DE)

- Grossman, Elissa, Helena Yli-Renko and Ramkumar Janakiraman (2012), “Resource Search, Interpersonal Similarity, and Network Tie Valuation in Nascent Entrepreneurs' Emerging Networks,” *Journal of Management*, 38(6), 1760-1787.
- Janakiraman, Ramkumar, Janet Parish and Leonard Berry (2011), “The Effect of the Work and Physical Environments on Hospital Nurses’ Perceptions and Attitudes: Service Quality and Commitment,” *Quality Management Journal* (special issue on health care), 18 (4), 36-49.
- Janakiraman, Ramkumar and Rakesh Niraj (2011), “The Impact of Neighborhood Effects on What to Buy, How to Buy and From Whom to Buy: Evidence from High-Tech Durable Goods Market,” *Decision Sciences*, 42(4), 889-919.
  - 2011 Best Paper Award, Honorable Mention, Decision Sciences Institute.
- Aron, Ravi, Shantanu Dutta, Ramkumar Janakiraman and Praveen Pathak (2011), “The Impact of Automation of Systems on Medical Errors: Evidence from Field Research,” *Information Systems Research* (special issue on IS in healthcare), 22(3), 429-446 (equal contribution; authors listed alphabetically).
  - Selected as one of the five finalists from a set of 800 articles published in 11 INFORMS journals for the 2011 best paper award by the Industry Studies Association.
- Grewal, Dhruv, Ramkumar Janakiraman, Kirthi Kalyanam, P. K. Kannan, Brian Ratchford, Reo Song and Stephen Tolerico (2010), “Strategic Management of Online and Offline Retail Pricing: A Research Agenda,” *Journal of Interactive Marketing*, 24 (2), 138-154.
- Janakiraman, Ramkumar, Catarina Sismeiro and Shantanu Dutta (2009), “Does Spillover Occur Across Competing Brands?: A Disaggregate Model of How and When,” *Journal of Marketing Research*, 46 (August), 467-481.
- Janakiraman, Ramkumar, Shantanu Dutta, Catarina Sismeiro and Phil Stern (2008), “Physicians’ Persistence and its Implications for their Response to Promotion of Prescription Drugs,” *Management Science*, 54, 1080-1093.
  - Covered by FirstWord in their report titled “*New Research into Prescribing Practices*” (August 2011).
- Berry, Leonard, Janet Parish, Ramkumar Janakiraman Lee Ogburn-Russell, Glen R. Couchman, William L. Rayburn, Jedidiah Grisel (2008, Lead Article), “Patients’ Commitment to their Primary Physician and Why it Matters,” *Annals of Family Medicine*, 6(1), 6-13.

- Yli-Renko, Helena and Ramkumar Janakiraman (2008), “How Customer Portfolio Affects New Product Development in Technology-Based Entrepreneurial Firms,” *Journal of Marketing*, 72 (September), 131-148.

### **Manuscripts Under Review**

Omitted to protect double blind review process

### **Work in Progress**

Omitted to protect double blind review process

### **Articles in Other Refereed Publications**

Kumar, Ashish, Ram Bezawada, Rishika Rishika, Ramkumar Janakiraman, and P.K. Kannan (2016), “The Effects of Firm Generated Content in Social Media on Customer Behavior: An Empirical Examination,” *Marketing Science Institute Working Paper Series 2016, Report No. 16-111*.

### **Book Chapter**

Malhotra, Manoj K., Ramkumar Janakiraman, Saurabh Mishra, and Moonwon Chung, 2016, Chapter 21: *POM and Marketing, Companion for Production and Operations Management*, 1<sup>st</sup> Edition, Routledge, Taylor and Francis Group (in-press).

### **Research Grants**

- MSI Award, Social Interactions and Social Media Marketing, *Marketing Science Institute*, 2014, Amount: \$10,250 (Co-PI)
- Research Grant (\$69,200) from Texas Lottery Commission to examine the effectiveness of advertising on lottery sales.
- Research Grant (\$50,000) from National Science Foundation (NSF) and Center for Health Organization Transformation (CHOT) to study and examine issues related to Integrated Primary Care Provider (PCP) network models.
- Research Grant (15,000€) from International Commerce Institute (of ECR-Europe) and Unilever
- Research Grant (\$36,000) from Economic Research Service, United States Department of Agriculture (ERS-USDA) to study the impact of food scare events on brand choice and consumption of consumers with the objective of improving food safety outcomes for Americans, 2009

- Aggie 100 Scholars Program Research Grant, Center for New Ventures and Entrepreneurship, Texas A&M University, 2008
- Alton M. and Marion R. Withers Retailing Research Grant, Center for Retailing Research, Texas A&M University, 2008
- Research Grant from the European Union Center of Excellence (EUCE) at Texas A&M University, 2006
- Research grant (\$10,000) from Marketing Science Insitiute for research on marketing ROI in pharmaceutical industry, 2005
- Entrepreneurship Research Award, Lloyd Greif Center, University of Southern California, 2005

### **Teaching and Instruction**

University of South Carlina, Moore School of Business, Columbia, SC

- Marketing Analytics (Professional MBA; Summer 2017)
- Customer Relationship Marketing and Data Mining (MBA and Professional MBA; Spring 2016 and Spring 2017)
- Database project for MBA students (Fall 2016)
- Doctoral Seminar on Marketing Models (Fall 2015 and Fall 2017)

Texas A&M University, Mays Business School, College Station, TX

- Exectuive Education
  - Mays Business School, Marketing Analytics, 2014 and 2015
  - Business Analytics, Statistics Department, 2014 and 2015
- Marketing Analytics: Developed this new graduate course. Taught from Fall 2007 to Fall 2014.
- Pricing Analytics: Developed this new graduate course. Taught from Fall 2008 to Fall 2014.
- Data Intelligence: Applications to Marketing: Developed this new undergraduate course; Taught in Fall 2012 and Fall 2009.
- Marketing Research, (Undergraduate). Taught during Fall 2006 and Fall 2007.

### **Editorial and Referee Activities**

Editorial Board, *Production and Operations Management*.

Editorial Board, *Journal of Academy of Marketing Science*.

Area Editor, Special Issue, *Production and Operations Management*.

Adhoc Reviewer: *Marketing Science, Management Science, Journal of Marketing, Information Systems Research, International Journal of Research in Marketing, RAND Journal of Economics, European Journal of Information Systems, Journal of Retailing, Journal of Service Research, Decision Sciences, Journal of Business Research, Winter and Summer AMA Conferences, Shankar-Spiegel Award for Best Dissertation Proposal in Direct / Interactive Marketing*

### **Invited Talks**

- “The Impact of Customers’ Social Media Participation on Customer-Firm Relationships” Lunch and Learn Seminar Series, Division of Student Affairs, Texas A&M University, July 2013.
- “The Impact of Customers’ Social Media Participation on Customer-Firm Relationship Duration: The Role of Offline Exchange, Product and Customer Characteristics,” ISR Special Issue Workshop, University of Maryland, June 2012.
- “A Bayesian Learning Model of Channel Quality,” (Probability and Statistics Day 2012, Department of Statistics, Texas A&M University, March 2012).
- “The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: Evidence from Durable Good Market,” (Marketing Research Camp, Mays Business School, Texas A&M University, May 2009).
- “The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: Evidence from Durable Good Market,” (Yale Center for Customer Insights, School of Management, Yale University, May 2009).
- “Are all Peers Equal? The Role of Homophily on Consumers’ Adoption and Usage of an Innovation,” (Greif Research Symposium, Marshall School of Business, University of Southern California, March 2008).
- “Does Spillover Occur Across Competing Brands?: A Structural Model of How and When,” (Yale Center for Customer Insights, School of Management, Yale University, May 2007).
- “Does Spillover Occur Across Competing Brands?: A Structural Model of How and When,” (Marketing Research Camp, Mays Business School, Texas A&M University, May 2007).

### **Conference Presentations**

- Janakiraman, Ramkumar, Joon Ho Lim, Rishika Rishika and Subodha Kumar, “The Effect of In-store Sales CRM Software on Customer Purchase Behavior: Evidence from Field Research,” 5<sup>th</sup> Enhancing Sales Force Productivity Conference, Atlanta, June 2015.

- Janakiraman, Ramkumar, Joon Ho Lim, Rishika Rishika and Subodha Kumar, “The Effect of Cyberattack on Customers’ Purchase and Channel Choice Behavior: Evidence from a Natural Experiment,” POMS Conference, Washington, May 2015.
- Janakiraman, Ramkumar, Rakesh Mallipeddi, Subodha Kumar and Seema Gupta, “Evolution of Social Media Sentiments for Individual Human Brands: Evidence from Indian Election,” POMS Conference, Washington, May 2015.
- Janakiraman, Ramkumar, Lucy Liu, Ram Bezawada and Subodha Kumar, “A Structural Model of Consumers’ Learning of Channel Quality: The Role of Product Returns,” Conference on Information Systems and Technology, Minneapolis, October 2013.
- “The Effect of International Intensity on the Survival of Young firms: The Moderating Roles of Firm Age and Social Capital,” West Coast Research Symposium on Technology Entrepreneurship, Los Angeles, September 2012 (presentation by co-author).
- “The Impact of Sales Visits on Mere-Measurement Effects: Evidence from a Business to Business Setting,” (with Xiaojing Dong and Ying Xie), ISBM conference, Chicago, August 2012 (presentation by co-author).
- “The Impact of Customers’ Social Media Participation on Firm Value,” (with Rishika Ramkumar, Ashish Kumar and Ram Bezawada) NASMEI Conference, December 2011.
- “The Impact of Automation of Systems on Medical Errors: Evidence from Field Research,” (with Ravi Aron, Shantanu Dutta and Praveen Pathak) INFORMS, Austin, November 2010 (*invited presentation*; presentation by co-author).
- “If It Doesn’t Kill You...? How Dependence on a Key Customer Affects Young Firm Survival and Growth,” (with Helena Yli-Renko) Academy of Management Annual Meeting, Montreal, August 2010 (presentation by co-author).
- “Resource Search, Psychological Distance, and Network Tie Valuation in Nascent Entrepreneurs’ Emerging Networks,” (with Elissa Grossman and Helena Yli-Renko) Academy of Management Annual Meeting, Chicago, August 2009 (presentation by co-author).
- “Liabilities of Foreignness, Liabilities of Newness, and Social Capital: A Study of Exporting in Young, Technology-based Firms,” (with Helena Yli-Renko) Academy of International Business, San Diego, July 2009 (presentation by co-author).
- “Homophily and Resource Search as Drivers of New Venture Network Value: The Nascent Entrepreneurs’ Perspective,” (with Elissa Grossman and Helena Yli-Renko) Greif Research Symposium, Marshall School of Business, University of Southern California, March 2008 (*invited presentation*; presentation by co-author).

- “The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: A Disaggregate Level Model,” (with Rakesh Niraj) Marketing Science Conference, Singapore, June 2007 (presentation by co-author).
- “Learning From Customers For New Product Development: The Effects of Portfolio size, Balance, and Relational Embeddedness,” (with Helena Yli-Renko) Academy of Management, Philadelphia, August 2007 (presentation by co-author).
- “Homophily and Resource-Seeking Behavior in New Venture Network Formation,” (with Elissa Grossman and Helena Yli-Renko) Babson College Entrepreneurship Research Conference, Madrid, Spain, *Published in Best Paper Proceedings* (presentation by co-author), June 2007.
- “A Structural Model of Informational Spillovers Across Brands: Pioneering Vs. Late Entrants,” Marketing Science Conference, Pittsburgh, July 2006.
- “Tapping Into Word-of-Mouth Effect for New Product Launch: A Disaggregate Level Model,” Marketing Science Conference, Pittsburgh, July 2006 (presentation by co-author).
- “Physicians’ State Dependence and Its Implications for Marketing Communication,” European Marketing Academy Conference, Athens, Greece, May 2006 (presentation by co-author).
- Sustained Competitive Advantage Through Customer Retention: The Roles of Learning and Governance,” Marketing Science Conference, Atlanta, July 2005 (presentation by co-author).
- “Are they all the same?: Physicians’ Persistence and its Implications for Marketing Communication,” Marketing Science Conference, Atlanta, July 2005.
- “Are they all the same?: Physicians’ Persistence and its Implications for Marketing Communication,” Houston Doctoral Symposium, April 2005.
- “Physicians’ Persistence and its Implications for Marketing Communication,” Marketing Science Conference, Amsterdam, July 2004 (presentation by co-author).

#### **Other Peer Reviewed Publications**

- R. Janakiraman, G. H. Meier, and F. S. Pettit (1999), “The Effect of Water Vapor on the Oxidation of Alloys that Develop Alumina Scales for Protection,” *Metall. and Mater. Trans. A*, 30A, 2905.
- C. Sarigolu, M. J. Stiger, J. R. Blachere, R. Janakiraman, E. Schumann, A. Ashary, F. S. Pettit and G. H. Meier (2000), “The Adhesion of Alumina Films to Metallic Alloys and Coatings,” *Materials and Corrosion*, 51.

## **Professional Experience**

Donsco Inc., Wrightsville, PA

- Metallurgical/Project Manager, 1997-99

## **Graduate Student Advising**

*University of South Carolina*

- Member, First and second year doctoral students qualifying exam committee, Department of Marketing, Moore School of Business, 2015-present.

*Texas A&M University*

Doctoral Student Advising

- Chair: Joon Ho Lim (Department of Marketing, Texas A&M University). Graduated 2016.
- Chair: Eunho Park (Department of Marketing, Texas A&M University)
- First year and second year paper mentor: Eunho Park (Department of Marketing)
- First year and second year summer paper mentor: Joon Ho Lim (Department of Marketing)
- Member: Seung Jun Lee (Department of INFO, TAMU)
- Member: Zixia Cao (Department of Marketing, TAMU, Graduated 2012)
- Member: Reo Song (Department. of Marketing, TAMU, Graduated 2010)
- Member: Jeff Meyer (Department of Marketing, TAMU, Graduated 2010)
- Member: Jianda Zhu (Department of Economics, TAMU)

Master's Student Committees

- Alec Bardzik (Department of Agricultural Economics, TAMU)
- Robert Krutsick (Department of Statistics, TAMU)
- Wen Zheng (Department of Agricultural Economics, TAMU)

## **Service**

- Committee Member, Business Analytics Task Force, Moore School of Business, University of South Carolina, 2016-present.
- Member, Faculty Recruiting Committee, Department of Marketing, Moore School of Business, University of South Carolina, 2016- present.
- Member, Graduate Programs Faculty Committee, Moore School of Business, University of South Carolina, 2015-2016.
- Member, Doctoral Program Review Committee, Department of Marketing, Moore School of Business, University of South Carolina, 2015-2016.
- Chair, Track on Digital Marketing and Social Media, Summer American Marketing Association (AMA), Chicago, August 2015.

- Chair, Track on Marketing and Operations Management Interface, Production and Operations Management Society (POMS), Washington D.C., May 2015.
- Program Committee Member, Workshop on Health IT and Economics, hosted by the Center for Health Information and Decision Systems at University of Maryland, 2010
- Doctoral Program Council, Department of Marketing, Texas A&M University, 2008-2015
- Faculty Recruiting Committee, Department of Marketing, Texas A&M University 2009-2015
- MS Marketing Program Council, Department of Marketing, Texas A&M University, 2008-2009
- Research Seminar Series Council, Department of Marketing, Texas A&M University, 2007-2008
- Defining Excellence Council, Department of Marketing, Texas A&M University, 2006-2007