

Chakravarthi Narasimhan

Current Position

Philip L. Siteman Professor of Marketing

Address

Olin Business School
Washington University, Campus Box 1133
One Brookings Drive
St. Louis, MO 63130

Ph.: (314) 935-6313

Fax: (314) 935-6359

e-mail: *narasimhan@wustl.edu*

Employment

Professor of Marketing, Olin Business School, Washington University, July 1991-

Associate Professor of Marketing, Olin School of Business, Washington University, July 1988-June 1991.

Assistant Professor of Marketing, Associate Professor of Marketing, Graduate School of Business, University of Chicago Sept. 1981-June 1988

Management consultant, Administrative Staff College of India, Hyderabad, India (1973-1977)

Assistant System Engineer, Engineers India Ltd., New Delhi, India (1972-1973)

Assistant Foreman, LRDE, Bangalore, India (1969-1970)

Education

Ph.D (Marketing), University of Rochester, New York (1982)

M.S (Operations Research), University of Rochester, New York, (1980)

M.Tech (Computer Science), I.I.T., Kanpur, India, (1972)

B.Tech (Electronics), I.I.T, Madras, India, (1969)

B.Sc (Physics), University of Madras, India, (1966)

Awards and Honors

Finalist, 2011 ISMS Long Term Impact Award for the paper *Individual Marketing with Imperfect Targetability*

Emerald LiteratiNetwork 2009 Award for Excellence, 2009, *Understanding Customer Level Profitability Implications of Satisfaction Programs*

Special Recognition for Excellence in Mentoring, The Graduate Student Senate, Washington University, 2001

Outstanding Faculty Mentor, “for commitment to graduate students and excellence in graduate training”, The Graduate Student Senate, Washington University, 2003

Paul H. Root/MSI Award for "the most significant contribution to the advancement of the practice of marketing" in 2001 for the paper *Customer Profitability in a Supply Chain*.

John D.C. Little Best Paper of the Year, 2001 *Individual Marketing with Imperfect Targetability*.

Frank M. Bass Outstanding Dissertation Paper, 2001, *Individual Marketing with Imperfect Targetability*

Special Recognition, "for excellence in mentoring of graduate students", The Graduate Student Senate, Washington University, 2001

Doctoral Consortium Faculty, 1999 (USC), 2008 (UM), 2009 (GSU)

Finalist for the John D.C. Little Best Paper of the Year, 1997, *A Model of Retail Formats Based on Consumers' Economizing on Shopping Time*

Chairperson, *Marketing Science Conference*, St. Louis, March 1993

Member, ISMS Meetings Committee, 2005-

Elected Secretary/Treasurer of the TIMS Marketing College (1990-92)

Member, TIMS Marketing College Advisory Council (1990-94)

Member, ISMS/MSOM Advisory committee on Marketing and Operations Interface, 2011-

Best Teacher of the Year by the graduating class of 1992

Runner-up for the John D.C. Little Best Paper of the Year, 1989, *Incorporating Consumer Price Expectations in Diffusion Models*

Best Paper of the year, 1984, *A Price Discrimination Theory of Coupons*.

Merit Scholarship: Government of India (1966); I.I.T, Madras (1966-1969)

Dissertations

"A Theoretical and Empirical Investigation of Cents-Off Coupons" (University of Rochester, New York, 1982)

"A Heuristic Approach to the Time-Tabling Problem" (I.I.T, Kanpur, India, 1972)

Research Interests

Pricing, Price Promotions, Competitive Strategies, Supply Chain Strategies, Customer LTV and Equity, Dynamic Choice Models, Competitive Strategies in Information/Technology intensive environments, Sales force compensation, Persuasive and Informative Advertising, Network Effects

Teaching Interests

Marketing Management, Business to Business Marketing, Pricing Strategies, Competitive Strategies, Brand Management, Services Marketing, Product Policies, Business Statistics, Quantitative Methods

Citations (as of 10/2013) **ISI:** 1236, **Google Scholar:** 3234

Publications - Journals

1. "Examining Incentives to Share Demand Information with Your Channel Partner," (with Rakesh Niraj), *IJITDM*, forthcoming
2. "National Brand's Response to Store Brands: Throw in the Towel or Fight Back?" (with Sherif Nasser and Danko Turcic), *Marketing Science*, July/August, 2013,
3. "Differentiate or Imitate? Role of Context Dependent Preferences" (with Ozge Turut), *Marketing Science*, May/June, 2013
4. "Treatment Effectiveness and Side Effects: A Model of Physician Learning," (with Tat Chan and Ying Xie), *Management Science*, June 2013
5. "Intra and Interconnectivity: When Value Creation May Reduce Profits," (with Tingting He and Dmitri Kuksov), *Marketing Science*, July/Aug, 2012
6. "The Indirect Impact of Current Prices on Households' Purchase Decisions Through the Formation of Expected Future Prices," (with Qin Zhang and Seethu Seetharaman), *Journal of Retailing*, March 2012,
7. "Modeling Dependencies in Brand Choice Outcomes Across Complementary Categories" (with Yu Ma and Seethu Seetharaman), *Journal of Retailing*, March 2012
8. "Leveraging Uncertainty through Make-to-Order" (with Hai Che and Paddy Padmanabhan), *Quantitative Marketing and Economics*, September 2010
9. "Sales Force Modeling: State of the Field and Research Agenda," (with Murali Mantrala et. al.), *Marketing Letters*, 2010,
10. "Product Line Pricing in a Supply Chain" (with Ling Dong and Kaijie Zhu), October 2009, *Management Science*

11. "Understanding Customer Level Profitability Implications of Satisfaction Programs", (with Rakesh Niraj, Mahendra Gupta, George Foster), *Journal of Business and Industrial Marketing*, 2008, Vol. 23 (7)
12. "Decomposing Purchase Elasticity with A Dynamic Structural Model of Flexible Consumption", (with Tat Chan and Qin Zhang), *Journal of Marketing Research*, 2008, August
13. "Information and Inventory in Distribution Channels", (with Ganesh Iyer, and Rakesh Niraj), *Management Science*, 2007, October
14. "Modeling Selectivity in Households' Purchase Quantity Outcomes: A Count Data Approach," (with Seethu Seetharaman and Qin Zhang), *Review of Marketing Science*, 2005, Volume 3, Article 2.
15. "Salesforce Compensation: Revisiting and Extending the Agency-Theoretic Approach" (with Anne Coughlan and Sanjog Misra), *Quantitative Marketing and Economics*, 2005
16. "Incorporating Behavioral Anomalies in Strategic Models", *Marketing Letters*, 2005, 16:3/4
17. "Consumer Heterogeneity and Competitive Price Matching Guarantees" (with Yuxin Chen and John Zhang), *Marketing Science*, summer 2001
18. "Customer Profitability in a Supply Chain" (with Rakesh Niraj and Mahendra Gupta), *Journal of Marketing*, July 2001
19. "Individual Marketing with Imperfect Targetability" (with Yuxin Chen and John Zhang), *Marketing Science*, winter 2001
20. "Market Entry Strategy under Firm Heterogeneity and Asymmetric Payoffs" (with John Zhang), *Marketing science*, fall 2000
21. "The New Appeal of Private Labels" (with David Dunne) *Harvard Business Review*, May-June 1999, reprint #99302
22. "Markov Chain Monte Carlo and Models of Consideration Set and Parameter Heterogeneity," (with Jeongwen Chiang and Sid Chib), *Journal of Econometrics*, March/April 1999
23. "Private-Labels and the Channel Relationship: A Cross Category Analysis" (with Ron Wilcox) *Journal of Business*, October 1998
24. "A Model of Retail Formats Based on Consumers' Economizing on Shopping Time," (with Paul Messinger), *Marketing Science*, 16(1), 1997
25. "The Impact of Manufacturers' Advertising on Wholesale and Retail Margins" (with Rajiv Lal), *Marketing Science*, 15(2), 1996
26. "Promotional Elasticities and Category Characteristics," (with Scott Neslin and Subrata Sen), *Journal of Marketing*, April 1996
27. "Has Power Shifted in the Grocery Channel?" (with Paul Messinger), *Marketing Science*, Spring 1995
28. "Quantifying the Competitive Impact of a New Entrant" (with Martin Geisel and Subrata Sen), *Journal of Business Research*, 26, 1993
29. "Measuring Quality Perceptions" (with Subrata Sen), *Marketing Letters*, 3:2, 1992
30. "An Empirical Examination of Salesforce Compensation Plans" (with Anne Coughlan), January 1992, *Journal of Business*
31. "A Computational Algorithm for a Multi-period Pricing Problem" (with Ananth Iyer and Jack Shi), *European Journal of Operations Research*, 55, 1991

32. "Managerial Perspectives on Trade and Consumer Promotions" *Marketing Letters*, November, 1990
33. "Incorporating Consumer Price Expectations in Diffusion Models" *Marketing Science*, fall 1989.
34. "Competitive Promotional Strategies" *Journal of Business*, October 1988
35. "Invariant Estimators for Market Share Systems and Their Finite Sample Behavior" (with Kenneth Gaver and Dan Horsky) *Marketing Science*, spring 1988.
36. "Dealing - Temporary Price Cuts - By Seller as a Buyer Discrimination Mechanism" (with Abel Jeuland), *Journal of Business*, 1985
37. "A Price Discrimination Theory of Coupons", *Marketing Science*, 1984
38. "Comments on the Economic Foundations of Pricing", *Journal of Business*, 1984
39. "New Product Models for Test Market Data" (with Subrata Sen), *Journal of Marketing*, 1983

Publications – Edited Volumes and Proceedings

40. "Trade Promotions", in Handbook of Pricing Research in marketing, Vithala Rao (ed.), 2009, Edward Elgar
41. "Evaluating the Impact of Treatment Effectiveness and Side-effects Using Marketing Data", Pharmaceutical Marketing Handbook, Ming Ding, Josh Eliashberg, and Stefan Stremersch (eds.), 2012
42. "A Model of Discounting for Repeat Sales" in Issues in Pricing: Theory and Research, T.Devinney (ed.), Lexington Books, 1988
43. "Tobit Analysis of Coupon Usage", Annual Proceedings of the American Statistical Association, 1985
44. "Test Market Models for New-Product Introduction" (with Subrata Sen) in New Product Forecasting, Y.Wind and V.Mahajan (eds.), Lexington Books, 1981
45. "Breakeven Analysis", The Palgrave Encyclopedia of Strategic Management. David Teece and Mie Augier (eds.), Macmillan Publishers, 2012
46. "Promotions," The Palgrave Encyclopedia of Strategic Management. David Teece and Mie Augier (eds.), Macmillan Publishers, 2012

Working Papers

1. "Free In-Network Pricing As an Entry-Deterrence Strategy", (with Tingting He and Dmitri Kuksov), under revision for resubmission, *Management Science*
2. "Anticipated Regret and Competitive Innovation," (with Baojun Jiang and Ozge Turut)
3. "Persuasive Advertising and Product Line Design" (with Yuanfang Lin), being revised for resubmission to *Marketing Science*
4. "Empirical Analysis of Competitive Pricing Strategies with Complementary Product Line", (with Yu Ma and Seethu Seetharaman)
5. "An Empirical Analysis of Store Competition" (with Tat Chan, Yu Ma, and Vishal Singh)
6. "A Nested Logit Model of Country and Entry Mode Choice in International Markets," (with Soo-Jiuan Tan) being revised for *Strategic Management Journal*

7. "Consumer Choice of Service Plans: Role of Switching Costs and Uncertainty" (with Tat Chan and Ping Xiao)
8. "The Representativeness of Panel Members' Purchase Behavior", (with Tim Renken)
9. "A Cross-Category Analysis of Retailers' promotional Strategies" (with Ron Wilcox)
10. "Allocating the Promotional Budget"
11. "Strategic Quality and Variety Competition" (with Ward Hanson)

Current Research

"A Model of Assortment, Service and Price Competition in Retail Markets" (with Yuanfang Lin)

"Customer LTV Models" (with Mahendra Gupta, Siddhartha Chib, and Ciju Nair)

"An Empirical Analysis of the Depth and Frequency of Price Discounts"

"Testing Competitive Strategies in a Laboratory"

"The Effects of POP Influences on Demand"

"Price Presentation Formats"

"Non Linear Pricing and Promotions: Can they co-exist?"

Editorial Boards and Reviewing Activities

Area Editor, *Marketing Science*, 2002-

Associate Editor, *Quantitative Marketing and Economics*, 2002-

Associate Editor, *Management Science*, 1990-2010

Editorial Board *Marketing Science*, 1984-

Ad hoc Reviewer for

1. *Journal of Business*
2. *Journal of Marketing*
3. *The Rand Journal*
4. *Journal of Marketing Research*
5. *International Journal of Research in Marketing*
6. *National Science Foundation*
7. *The Economic Journal*
8. *The Journal of Industrial Economics*
9. *The Journal of Political Economy*

Thesis Committees

	Student	Thesis Title	Role	Year	First Placement
1	G. Russell	The Impact of Decision Rules on Advertising Measurement	Member	1982	UC Berkeley
2	L. Robinson	Optimal and Approximate Policies in Multiperiod Multilocation Inventory Models with Transshipment	Member	1986	Cornell
3	K. Sen	The Use of Initial Fees and Royalties in Business Format Franchising	Member	1990	Lamar
4	O. Garza	The Effect of Intercell Flow on the Performance of Cellular Manufacturing Systems	Member	1990	Houston
5	T. Renken	Identifying Market Structure Using Scanner Data	Chair	1993	Consulting
6	S. Tan	Determining Entry Strategies for International Markets: An Integrated Approach	Chair	1993	NUS
7	A. Eynan	The Effect of Component Commonality on Inventory	Member	1993	Washington U
8	S. Chun	A Model of Trade Promotions	Chair	1995	Harvard
9	R. Wilcox	A Theoretical and Empirical Investigation of Retail Competition with Consumer Search	Chair	1996	CMU
10	Y. Chen	Individual Marketing Competition	Chair	1999	NYU
11	R. Niraj	Essays on Competitive Strategies under Uncertainty	Chair	2001	USC
12	Q. Zhang	Incorporating Future Price Expectations into Consumers' Purchases Decisions	Chair	2002	UTD
13	C. He	Essays on Competitive Strategies in an Information Intensive Environment	Co-Chair	2002	Colorado
14	H. Che	Impact of State Dependence on Competitive Behavior	Chair	2003	UC Berkeley
15	A. Strijnev	Brand Choice and Purchase Incidence	Member	2003	SUNY, Buffalo
16	K. Lakishyk	Competitive Dynamics in Product Line and Pricing Decisions	Chair	2004	Universidade Católica, Portuguesa
17	Y. Ma	Empirical Analysis of Competitive Pricing Strategies with Complementary Product Lines	Chair	2005	University of Alberta
18	Y. Lin	Retail Assortment, Service and Price Competition	Chair	2006	University of Washington
19	C. Nair	Essays on Online Browsing and Purchase	Member	2007	Morningstar
20	T. He	Connectivity and Inter Connectivity	Co-Chair	2008	University of Wisconsin
21	P. Zhao	Consumer Uncertainty and 3 Part Tariffs	Chair	2008	NUS
22	J. Li	Compensation and Peer Effects in Competing Sales Teams	Member	2010	Purdue
23	Y. Yoon	Empirical Analysis of Two topics in Marketing	Member	2011	Peking University
24	C. Wu	Essays on Internet Marketing	Member	2012	UBC
25	X. Zhang	Customer Search Cost and Mixed Pricing Strategy	Member	2013	Fudan
26	K.Wang	Social communication and Loss Aversion	Co-Chair	2013	UBC
27	K.Cosguner	Inertial Demand and Price Competition in the Distribution Channel	Member	2013	Georgia State

Business School and University Committee Activities

1. Chair, Marketing Recruiting 1988-1998
2. Ph.D. Committee 1988-90
3. Ph.D. Curriculum Committee 1990-2010
4. MBA Admissions Committee 1989-1992
5. STAR Committee 1988-1989
6. Omnibus Committee 1990-2000, 2005-2011
7. Econometric Search Committee 1990-1991
8. Management Center Director Search Committee 1990-1991
9. Busch Chair Search Committee 1990-1995
10. Economics Search Committee 1991-1992
11. MBA Curriculum Committee 1992-1993, 2009-2010
12. Ph.D. Prelims Committee 1988-
13. Business, Law, and Economics Director Search Committee 1993-1994
14. Member, Senate Council, Washington University 1992-2001
15. Interim Chair, Senate Council, Washington University, Summer 1994
16. Dean Search Committee 1993-1995
17. Washington University Hilltop Disclosure Review Committee 1994-1998
18. Chair, Washington University Hilltop Disclosure Review Committee 96-98
19. Member, Sexual Harassment Policy Committee 1996
20. Chair, Faculty Fund Raising Advisory Committee, 1997-98
21. Chair, Dean Retention Procedures Review Committee 1997
22. Chairman of the Olin Tenured Faculty 1997-1999
23. Westin Career Center Director Search Committee, 2003
24. Dean Search Committee, 2004-2005
25. Dean's Advisory Committee, 2004-2005
26. Recruiting Coordinator, Marketing, 2004-2011
27. Area Chair, Marketing, 2005-2011
28. Director, Ph.D. Program, 2005-2010
29. Honorary degree Committee 2013-2015
30. Coordinator, India Initiatives, 2013-

Professional Affiliations

Member AMA, INFORMS