

### **Om Narasimhan**

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#### **APPOINTMENTS HELD:**

June 2011-Present: Full Professor and Board of Overseers Professor of Marketing, Carlson School of Management  
June 2007- June 2011: Associate Professor, Carlson School of Management  
August 2001- June 2007: Assistant Professor, Carlson School of Management

#### **EDUCATION:**

Ph.D., Business Administration (Marketing), University of Southern California (2001)  
M.S. Physics, University of Virginia  
B.S. Physics, University of Delhi

#### **HONORS AND AWARDS:**

CSOM MBA Teacher of the Year Award (2008)

Marketing Science Institute 'Young Scholar' Award (2007).

CSOM Faculty Excellence in Teaching Award (2007)

CSOM Researcher of the Year Award (2007)

CSOM 3M Faculty Award, 2005, 2006, 2007.

American Marketing Association Doctoral Consortium Fellow (1999).

#### **RESEARCH INTERESTS:**

Channels of Distribution  
Innovation in High-Technology Markets  
Structural Empirical Modeling

## **PUBLICATIONS:**

1. "Success in High-Technology Markets: Is Marketing Capability Critical", (1999), *Marketing Science* 18 (4) with Shantanu Dutta and Surendra Rajiv. [Finalist: John D. Little Award for the best paper published that year in *Marketing Science*]
2. "Conceptualizing and Measuring Capabilities: Methodology and Empirical Application," (2005), *Strategic Management Journal*, 26, 277-285, with Shantanu Dutta and Surendra Rajiv.
3. "From Invention to Innovation: Conversion Ability in Product Development," (2006), *Journal of Marketing Research*, 43(3), 494-508, with Rajesh Chandy, Brigitte Hopstaken, and Jaideep Prabhu. [Winner, American Marketing Association Technology-Special Interest Group Award, Best Paper on Technology or Innovation, 2008]
4. "Absorptive Capacity in High-Technology Markets: The Competitive Advantage of the Haves," (2006), *Marketing Science*, 25, 510-524, with Shantanu Dutta and Surendra Rajiv.
5. "Assessing the Effects of a Channel Switch," (2008), *Marketing Science*, 27 (3), 398-416, with Xinlei Chen and George John.
6. "Informing, Transforming, and Persuading: Disentangling the Multiple Effects of Advertising on Brand Choice Decisions," (2008), *Marketing Science*, 27 (3), 334-355, with Nitin Mehta and Xinlei Chen.
7. "Competitive Response to Radical Product Innovations," (2008), *Journal of Marketing*, 72 (May), 94-110, with Khaled Aboulnasr, Rajesh Chandy, and Ed Blair.
8. "Understanding the Role of Trade-Ins in Industrial Markets: Theory and Evidence," (2009), *Marketing Science*, 28 (5), 950-967, with Raghunath Rao and George John.
9. "Examining Demand Elasticities in Hanemann's Framework: A Theoretical and Empirical Analysis," (2010), *Marketing Science*, 29 (3), 432-437 with Nitin Mehta and Xinlei Chen.
10. "An Empirical Investigation of Private Label Supply by National Label Producers," with Xinlei Chen and George John (2010), *Marketing Science*, 29 (4), 722-738, with Xinlei Chen and George John.

**CURRENT RESEARCH:**Papers Under Review

1. "An Empirical Analysis of Heterogeneous Channels and Multi-tasking Agents," with Ranjan Banerjee and George John (Status: To be revised and resubmitted for 2<sup>nd</sup> round review at *Marketing Science*)
2. "Loss Aversion in Durable Goods Markets with Resale," with Raghunath Rao and George John (Status: To be revised and resubmitted for 2<sup>nd</sup> round review at *Management Science*)
3. "White Knights and Firms in Distress: Why Marketing CEOs Matter in Corporate Turnarounds," with Sunil Kishore, Jane Ebert and Rajesh Chandy (Status: To be revised and resubmitted for 2<sup>nd</sup> round review at *Management Science*)
4. "The Big Picture: Exploring the Performance Impact of Core Component Outsourcing," with Madhu Viswanathan, Prokriti Mukherji and Rajesh Chandy (Status: Invited Resubmission at *Management Science*)
5. "Bonuses versus Commissions: A Field Study," with Sunil Kishore, Raghunath Rao, and George John (Status: To be revised and resubmitted for 2<sup>nd</sup> round review at the *Journal of Marketing Research*)

Working Papers

1. "Incentive Design for Internal Suppliers: Structural Analysis of a Field Experiment," with Ranjan Banerjee and George John (Status: Winner ISBM Doctoral Competition)
2. "Pricing Format Choices and Time Inconsistency in the Field," with Paola Mallucci and George John
3. "The Economic Impact of Category Captaincy: An Examination of Assortments and Prices," with Madhu Viswanathan and George John

Work in Progress

1. "Studying the Switching Behavior of Electricians: Assessing the Impact of a Loyalty Program," with Ranjan Banerjee and Madhu Viswanathan
2. "Why Do Some Micro-Entrepreneurs Do Better than Others?" with Rajesh Chandy and Jaideep Prabhu.
3. "Micro-Entrepreneurs and Their Money" with Jaideep Prabhu, Magda Hassan and Rajesh Chandy

**PRESENTATIONS:**

BI Business School, Oslo (2011)  
MSI Conference, University of Southern California (2011)  
University of Texas, Austin (2009)  
University of Wisconsin, Madison (2009)  
London Business School (2009)  
Washington University, Olin School of Business (2008)  
University of British Columbia, Sauder College of Commerce (2008)  
University of Texas, Dallas (2008) [Invited Conference]  
SDA Bocconi School of Management, Italy (2008)  
Grenoble Ecole de Management, France (2008)  
Summer Institute for Competitive Strategy, UC Berkeley (2007) [Invited Conference]  
Indian Institute of Management, Bangalore (2007)  
USC, Marshall School of Business (2006)  
IIT Madras, India (2006)  
Marketing Science Conference: Rotterdam (2004), Pittsburg (2006), Vancouver (2008),  
Cologne (2010)

**TEACHING EXPERIENCE:****MBA**

Pricing Strategy, MBA, Fall 2004, 2005, 2006, 2007, 2008, 2009  
Marketing Strategy, MBA, Spring 2010  
Marketing Research, MBA, Spring 2001–Fall 2004  
CEMBA (session on Pricing Strategy), 2008  
SDA Bocconi School of Management (Innovation Strategy)

**Executive Education**

Marketing Strategy, Minnesota Executive Program (MEP), 2011  
Pricing to Extract Brand Value, CSOM Executive Education, 2008, 2009  
Global Innovation, CSOM Executive MBA, 2008  
Innovation Strategy, CSOM Korean Executive MBAs, 2008, 2011  
Strategic Marketing, CSOM Executive Education, 2009, 2010

**PhD**

Quantitative Modeling Seminar, Spring 2003, 2005, 2007, 2008, Current  
Quantitative Modeling Seminar at Grenoble Ecole de Management, Spring 2011.

**SERVICE:****Professional Service**

1. Referee for *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*.

Guest Area Editor for *Management Science*.

2. Referee for MSI doctoral dissertation award, PDMA doctoral dissertation award, AMA (Summer and Winter).
3. Co-chair, Product Development Management Association Conference, Chennai, 2007.
4. Track Chair, Innovation and New Product Development, American Marketing Association Conference, Florida, 2008.

#### CSOM Service

1. Chair, 4<sup>th</sup> year review committee for Frederico Belo (2010)
2. Member, Tenure Reading Committees of Darren Roulstone (2008, Accounting), Gautam Ray (2009, IDS), Philip Bond (2010, Finance)
3. Chair, Brand Enterprise Review Committee, part of larger committee to look at all Enterprises (2009).
4. Member, MBA Faculty Advisory (2009-present)
5. Member Database/software committee (2002-2005)
6. Member, PhD Committee, 2007, 2008, 2009

#### Marketing Department Service

1. Member, PhD Committee 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009
2. Chair, PhD Committee, Marketing Department, 2007-2010.
3. Member recruitment committee (every year since 2001)
4. Coordinator, Research Seminar Series (2006-2009)

#### **DOCTORAL COMMITTEES:**

##### Co-Advisor

1. Xinlei (Jack) Chen, Initial Placement, University of British Columbia, 2005
2. Raghunath Rao, Initial Placement, University of Texas at Austin, 2007
3. Ranjan Banerjee, COO, Insta Worldwide, Mumbai, 2010
4. Sunil Kishore: McKinsey & Company
5. Paola Mallucci; In Process
6. Madhu Viswanathan, University of Arizona
7. Xiaolin Li; In Process

##### Reading Member

1. Kenji Adachi (MS, Applied Economics, Minnesota). Completed 2010
2. Hemant Sangwan (PhD, Marketing, University of Toronto). Completed 2009
3. Sunil Kishore (MS, Applied Economics, Minnesota). Completed 2010