

Curriculum Vitae

RAJ SETHURAMAN

Professor and Harold L. Simmons Chair of Marketing
Edwin L. Cox School of Business
Southern Methodist University
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Academic Positions

- 2020 - Faculty Advisory Board member, Jio Institute, Mumbai, India
- 2019 – 2020 Visiting Research Scholar – Wharton School, University of Pennsylvania
- 2017 - Joint Editor-in-Chief, *Journal of Retailing*
- 2015 - Professor and Harold Simmons Chair of Marketing
- 2011-2015 Professor and Marilyn & Leo F. Corrigan Professor of Marketing
- 2008 - Executive Director, SMU-Cox Center for Marketing Management Studies
- 2008 - 2019 Chair, Department of Marketing, Southern Methodist University
- 2003 – 2010 Associate Professor, Department of Marketing, Southern Methodist University
- 1997 - 2003 Assistant Professor, Department of Marketing, Southern Methodist University
- 1989 - 1997 Assistant Professor, Department of Marketing, University of Iowa

Educational Background

- 1984 - 1989 Ph.D. in Marketing, Kellogg School of Management, Northwestern University
- 1979 - 1981 M.B.A. in Marketing and O.R., Indian Institute of Management, Calcutta
- 1974 - 1979 B. Tech. in Chemical Engineering, Regional Engineering College, Trichy, India

Corporate Experience

- 1990 - Ad-hoc marketing consultant for various organizations.
- 1981-84 Sales Officer and Marketing Analyst, Hindustan Petroleum / Exxon Chemicals

Professional Associations

- 1997 - 2005 Academy of Marketing Science
- 1987 - Institute for Operations Research and the Management Sciences
- 1986 - American Marketing Association

RESEARCH

General Research Interests

Competition between national brands and store brands; Promotion strategies; Brand equity; Empirical Generalizations; Game theory; Econometric models.

Research Awards

- 2012 Paul E. Green award for the best paper in the *Journal of Marketing Research* that demonstrates the greatest contribution to the practice of marketing (finalist).
- 2010 Outstanding Reviewer Award – *Journal of Retailing*
- 2006 Outstanding Reviewer Award – *Journal of Retailing*
- 2004 William R. Davidson Award for the best paper in *Journal of Retailing* (2nd place)
- 2003 Research Excellence Award, SMU Cox School of Business
- 1999 Sheth Foundation Award for best article in *Journal of the Academy of Marketing Science*.
- 1997 Citation of Excellence – Highest Quality Rating Award from ANBAR – a British Research Association that reviews articles from top journals.
- 1996 John. D.C. Little award for the best marketing paper in *Marketing Science/Management Science*
- 1996 William F. O'Dell award for the best paper in *Journal of Marketing Research* that has made the greatest lasting contribution to the marketing literature over five years (Runner-up finalist).

Research Honors and Recognition

- 2019 American Marketing Association Faculty Consortium Fellow
- 2017 American Marketing Association Faculty Consortium Fellow
- 2015 - Editorial & Advisory board member – Curious Academic Publishing
- 2015 Associate Editor - *Journal of Retailing*
- 2003 Fortune Casuals Educator's Fellowship by Wal Mart / Sam Walton College
- 1987 American Marketing Association Doctoral Consortium Fellow

Research Grants and Fellowships

- 2019 Government of Spain business research grant (international co-participant)
- 2011–15 Marilyn R. and Leo F. Corrigan Jr. Professorship Summer Research Grant, SMU
- 2007 Marketing Science Institute Grant
- 2006 Ford Fellowship – Highest University research award, SMU
- 2001–10 Leo F. Corrigan Jr. Faculty Research Fellowship Summer Research Grant, SMU
- 2000 University Research Council Grant, SMU
- 1999 Pease Foundation Grant for Private Labels Research
- 1995 Midwest Resources Summer Research Grant, University of Iowa
- 1994 National Pricing Research Grant by the Marketing Science Institute and Philip Morris.
- 1994 College of Business Summer Research Grant, University of Iowa

1993 Central Investment Fund for Research Enhancement Grant, U of Iowa

1990,93 Marketing Science Institute Grant

Journal Articles

- 2021 Gielens, Katrijn, Raj Sethuraman et al., "The Future of Private Labels: Towards a Smart Private Label Strategy," *Journal of Retailing*, 97(1), Article in Press.
- 2020 Roggeveen, Anne and Raj Sethuraman, "Customer-Interfacing Retail Technologies in 2020 & Beyond: An Integrative Framework and Research Directions," *Journal of Retailing*, 96(3), 299-309.
- 2016 Roy, Subhadip, Raj Sethuraman, and Rashmita Saran, "The Effect of Demographic and Personality Characteristics on Fashion Shopping Proneness: A Study of the Indian Market," *International Journal of Retail & Distribution Management*, 44 (4), 426-447.
- 2016 Roy, Subhadip, Rashmita Saran and Raj Sethuraman, "Personality and Fashion Consumption: A Conceptual Framework in the Indian Context" *Journal of Fashion Marketing and Management*, 20 (2), 157-176.
- 2014 Sethuraman, Raj and Katrijn Gielens, "Determinants of Store Brand Share," *Journal of Retailing*, 90 (June), 141-153.
- 2013 Sethuraman, Raj and Jagmohan Raju, "The Competition between National Brands and Store Brands: Models, Insights, Implications, and Future Research Directions," *Foundations and Trends® in Marketing* 7, no. 1: 1-108. <http://dx.doi.org/10.1561/1700000029> (invited review article)
- 2011 Sethuraman, Raj, Gerard Tellis, and Richard Briesch, "How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities," *Journal of Marketing Research*, 47 (June) 457-471.
- *Finalist for the Paul E. Green award for the best paper in Journal of Marketing Research that demonstrates the greatest potential to contribute to the practice of marketing research.*
 - *Listed in Social Science Research Network's Top 10 Downloads (Advertising)*
 - *Reprinted in French as "À quel point la publicité est-elle efficace?: généralisations à partir d'une méta-analyse de l'élasticité publicitaire des marques," Recherche et applications en marketing, 26 (2), 113-140.*
- 2009 Sethuraman, Raj, "Assessing the External Validity of Analytical Results from National Brand and Store Brand Competition Models," *Marketing Science*, 28 (4), 759-781.
- 2005 Sethuraman, Raj, Roger Kerin, and William Cron, "A Field Study Comparing Online and Offline Data Collection Methods for Identifying Product Attribute Preferences Using Conjoint Analysis," *Journal of Business Research*, 58 (May), 602-610.
- 2005 Sethuraman, Raj and A. Parasuraman, "Succeeding in the Big Middle Through Technology," *Journal of Retailing*, 81(2), 107-111.
- *Invited article. Excerpts featured in brandchannel.com, December 2006.*
- 2003 Sethuraman, Raj, "Measuring National Brands' Equity over Store Brands," *Review of Marketing Science*, 1 (2), 1-26.

- *Listed in Social Science Research Network's Top 10 Downloads (All-Time Hits) in marketing in the first week of publication. Number of downloads in first week: 157. Number of downloads till August 2010: 1946.*
- 2002 Sethuraman, Raj and Gerard Tellis, "Does Manufacturer Advertising Suppress or Stimulate Retail Price Promotion? Analytical Model and Empirical Analysis," *Journal of Retailing*, 78 (4), 253-263.
- *This article received an honorable mention (2nd place) for the William R. Davidson award for the best paper in Journal of Retailing.*
- 2002 Sethuraman, Raj and V. Srinivasan, "The Asymmetric Share Effect: An Empirical Generalization on Cross-Price Effects," *Journal of Marketing Research*, 39 (August), 379-386.
- 1999 Sethuraman, Raj, V. Srinivasan, and Doyle Kim, "Asymmetric and Neighborhood Cross-Price Effects: Some Empirical Generalizations," *Marketing Science*, 18 (1), 23-41.
- 1999 Sethuraman, Raj and Catherine Cole, "Factors Influencing the Price Premiums that Consumers Pay for National Brands over Store Brands?" *Journal of Product and Brand Management*, 8 (4), 340-351.
- *This project won a national competitive grant from the Marketing Science Institute.*
- 1999 Kerin, Roger and Raj Sethuraman, "Revisiting Marketing's Lawlike Generalizations: A Comment," *Journal of the Academy of Marketing Science*, 27 (Winter), 101-104.
- *Invited article*
- 1998 Kerin, Roger and Raj Sethuraman, "Exploring the Brand Value – Shareholder Value Nexus for Consumer Goods Companies," *Journal of the Academy of Marketing Science*, 26 (Fall), 260-273.
- *Lead article.*
 - *This paper won the Sheth Foundation Award for the best article in Journal of the Academy of Marketing Science.*
 - *Reprinted in F. Riley, "Debates in Brand Management," SAGE Publications, 2009.*
- 1996 Sethuraman, Raj, "A Model of How Discounting High-Priced Brands Affects the Sales of Low-Priced Brands," *Journal of Marketing Research*, 33 (November), 399-409.
- *This article received a Citation of Excellence and given the Highest Quality Rating by ANBAR – a British Research Association.*
- 1995 Sethuraman, Raj, "A Meta-Analysis of National Brand and Store Brand Cross-Promotional Price Elasticities," *Marketing Letters*, 6 (4), 275-286.
- *Summarized version of this paper published by invitation in Stores, January 1996, p. RR6-7.*
- 1995 Raju, Jagmohan, Raj Sethuraman, and Sanjay Dhar, "The Introduction and Performance of Store Brands," *Management Science*, 41 (June), 957-978.
- *This article won the John. D. C. Little award for the best marketing paper in Marketing Science/Management Science.*

- 1995 Raju, Jagmohan, Raj Sethuraman, and Sanjay Dhar, "National Brand – Store Brand Price Differential and Store Brand Market Share," *Pricing Strategy & Practice: An International Journal*, 3 (2), 17-24.
- 1994 Sethuraman, Raj, Cathy Cole and Dipak Jain, "Analyzing the Effect of Information Format and Task on Cutoff Search Strategies," *Journal of Consumer Psychology*, 3 (2), 103-136.
- *Lead article*
- 1992 Sethuraman, Raj and John Mittelstaedt, "Coupons and Private Labels: A Cross-Category Analysis of Grocery Products," *Psychology & Marketing*, 9 (6), 487-500.
- 1991 Sethuraman, Raj and Gerard J. Tellis, "An Analysis of the Tradeoff Between Advertising and Price Discounting," *Journal of Marketing Research*, 28 (May), 160-174.
- *This article was the runner-up finalist for the 1996 William F. O'Dell award for the best paper in Journal of Marketing Research published in 1991 that has made the greatest lasting contribution to the marketing literature over five years.*
- 1988 Sethuraman, Raj, James C. Anderson, and James A. Narus, "Partnership Advantage and its Determinants in a Distributor and Manufacturer Working Relationships," *Journal of Business Research*, 17 (4), 327-347.

Other Publications

- 2020 Roggeveen, Anne and Raj Sethuraman, "How the COVID-19 Pandemic May Change the World of Retailing," *Journal of Retailing*, 96 (2), 169-171.
- 2019 Roggeveen, Anne and Raj Sethuraman, "Using Commentaries, Special Sections, and Special Issues to Enhance Research into Important and Cutting Edge Topics in this Dynamic Field of Retailing," *Journal of Retailing*, 95 (4), 109-110 (editorial).
- 2018 Roggeveen, Anne and Raj Sethuraman, "Understanding the JR Heritage, Publishing in JR, and the Evolving Retail Field," *Journal of Retailing*, 94 (1), 1 – 4 (editorial).
- 2018 Sethuraman, Raj, "Consumer Preference Distributions and Corresponding Store Brand Strategies: A Compilation," Chapter 8 in Handbook of Research on Retailing. K. Gielens and E. Gijssbrechts, eds. Edward-Elgar Publishing, August.
[<https://www.elgaronline.com/view/edcoll/9781786430274/9781786430274.xml>]
- 2015 Sethuraman, Raj, "What is there to study in marketing? Reflections by a Professor," book chapter in Marketing for the Curious: Why Study Marketing? edited by Kishor Vaidya: University of Canberra, Australia (Publisher: Curious Academic Publishing)
- 2015 Voleti, Sudhir and Raj Sethuraman, "Are National Brands more Promotion Elastic than Store Brands?" *Advances in National Brand and Private Label Marketing*, Second International Conference Proceedings, Springer, Germany, June (pp. 63-70)
- 2015 Sethuraman, Raj, "Empirical Generalizations on Advertising and Private Labels," contributions in Empirical Generalizations about Marketing Impact (2nd ed.), Marketing Science Institute, Boston, MA.
- 2012 Sethuraman, Raj and Jagmohan Raju, "Private Label Strategies – Myths and Realities," Handbook of Marketing Strategy, Edward Elgar Publishing Ltd., Glasgow, U.K. (pp. 318-335).

- 2009 Sethuraman, Raj, "Empirical Generalizations on Price Promotions and Private Labels," contributions in Empirical Generalizations about Marketing Impact, Marketing Science Institute, Boston, MA (pp. 58-67).
- 2008 Sethuraman, Raj, "There is Nothing More Practical than the Practice of Theory: What Practitioners Think about Theoretical Results on National Brand – Store Brand Competition," Marketing Science Institute Special Report No. 08-209 (November).
- *This paper was a featured article in Insights (Winter 2009, p.8), a widely circulated newsletter of the Marketing Science Institute.*
- 2006 Sethuraman, Raj, "Private Label Marketing Strategies in Packaged Goods; Management Beliefs and Research Insights," Marketing Science Institute Working Paper No. 06-108 (June).
- 2005 Fox, Edward J. and Raj Sethuraman, "Retail Competition," invited book chapter in Retailing in the 21st Century, Springer, Heidelberg: Germany, pp. 193-210.
- 2004 Sethuraman, Raj, "Positioning Store Brands against National Brands: Get Close or Keep a Distance?" SMU-Cox School of Business Working Paper.
- 2000 Sethuraman, Raj, "What Makes Consumers Pay More for National Brands than for Store brands: Image or Quality?" Marketing Science Institute Working Paper No. 00-110 (November).
- *Featured article in Insights (2003), a widely circulated newsletter of the Marketing Science Institute.*
- 1997 Sethuraman, Raj and Catherine Cole, "Why Do Consumers Pay More for National Brands over Store Brands?" Marketing Science Institute Working Paper No. 97-127 (December).
- 1995 Sethuraman, Raj, "National Brand and Store Brand Price Competition: Who Hurts Whom?" Marketing Science Institute Technical Working Paper No. 95-105.
- 1992 Sethuraman, Raj, "The Effect of Marketplace Factors on Private Label Penetration in Grocery Products," Marketing Science Institute Working Paper No. 92-128.
- 1991 Sethuraman, Raj, "Analysis of National Brand – Store Brand Competition," Working Paper, University of Iowa, Iowa City, IA.

Works-in-Progress

- 2021 Sethuraman, Raj, Juan Carlos Gázquez-Abad, Francisco J. Martínez-López, "The Effect of Retail Assortment Size on Perceptions, Choice, and Sales: Review and Research Directions," being revised for second review in the *Journal of Retailing*.
- 2021 Sethuraman, Raj, Juan Carlos Gázquez-Abad, Francisco J. Martínez-López, "What Factors Moderate the Effect of Assortment Reduction on Store Switching? Insights and Implications for Grocery Brands," being revised for second review in the *Journal of Business Research*.
- 2019 Sethuraman, Raj, "Introducing the Palatist Consumer: Subtle Differences and Strategic Implications." Requested by Editor-in-Chief to resubmit for review in the *Journal of Marketing*.

Recent Invited Talks, Presentations, Workshop, and Keynote

- 2020 Birla Institute of Management Science Retail Summit, India (Keynote)
- 2019 Wharton Marketing Seminar, University of Pennsylvania, Philadelphia
- 2019 Italian Marketing Conference, Piacenza, Italy (Keynote)
- 2019 Symbiosis Institute, Pune, India
- 2019 KU Leuven Retail Research Conference, Leuven, Belgium (Keynote)
- 2018 Indian Institute of Management, Bangalore, India
- 2018 Faculty development workshop – Jindal Institute, New Delhi, India
- 2018 Syracuse University, Syracuse, USA
- 2018 Advances in National Brand and Private Label Marketing, Barcelona, Spain (Keynote)
- 2016 Center for Innovation and Entrepreneurship, Chennai, India.
- 2016 University of Texas, Arlington, USA
- 2015 Advances in National Brand and Private Label Marketing, Barcelona, Spain
- 2014 North American Society of Marketing Educators of India Conference, Chennai, India
- 2013 Marketing Modeling Research Camp, University of North Carolina, Chapel Hill
- 1989– Also presented research papers and Editorial talks at over 60 conferences.

Citations / Appearances in Business Media

National Public Radio, The Wall Street Journal, Dallas Morning News, Chicago Tribune, Des Moines Register, Orange County Register, USA Today, KCRG TV, Channel 4 Dallas, Good Day Dallas, KPNI-Dallas, KRLD – Dallas, WFAA Dallas – Channel 8 (ABC), Canadian Radio Station, and several other business media.

TEACHING

University / Degree Courses Taught

- 2014 – 2017 Multivariate Analysis for Marketing - MSBA
- 2011 – Customer Insights -- MBA
- 2004 – 2010 Database Marketing -- MBA
- 1997 – 2003 Marketing Management – MBA
- 1995 – 1996 Multivariate Applications - Ph.D. seminar
- 1994 – 1995 Marketing Models - Ph.D. seminar
- 1988 – 2018 Marketing Research – BBA, MBA

Executive, Non-degree Programs Taught

- 2008 - 2019 Brand Equity – Advanced Marketing Certificate Program, SMU
- 2015 - 2017 Pricing – Advanced Marketing Certificate Program, SMU
- 2014 Private Label Marketing – Indian School of Business, Hyderabad, India
- 2013 Competitive Strategy – Initiative for Competitive Inner City, Boston
- 2007 Marketing Research – JC Penney/Aegon and several other companies

- 2005 - 2019 Segmentation; Pricing – Summer Business Institute, SMU
1990 – 1995 Price & Advertising strategies – Several companies in India
1987 – 1988 Industrial Marketing – Kellogg Community Education, Northwestern University

Teaching Awards / Recognition

- 2014 Nominated for Altshuler Distinguished (Best) Teacher Award (MBA)
2010 Eugene T. Byrne Teaching Innovation Award
2002 Content expert in Marketing, Jones International University (online).
1999 – 2000 Associate Dean’s list of superior teachers

Published Cases

- 2009 Chevrolet, Europe (with Roger Kerin, published in Strategic Marketing, 12th Ed.)
2005 7-Eleven New Store Location (with Roger Kerin)

Cases written exclusively for local university (class) use

- 2011 – 2020 Several data cases written for Customer Insights course at SMU
2010 Apple iPad (short case)
2002 Pepsi Aquafina (short case)
2001 Gillette Mach3 (short case)
2001 Rubbermaid Trash bags (short case)
1991 Gillette Sensor (with Teaching Note)

Textbooks written exclusively for local university (class) use

- 2018 Essentials of Marketing Research (for BBAs, 3rd ed.)
2018 Transforming Market Data into Actionable Customer Insight (for MBAs, 4th ed.)
2015 Marketing Research (for MBAs, 3rd ed.)

SERVICE

Services to University

- 2020 - Member – University Educational Programs Committee
2018 Member - President’s Task Force on Study Abroad
2015 – 2019 Member - University Research Council
2013 -- 2017 Chair – Presidential Scholars Interview Team
2013 – 2014 Member - Semester Online Committee
2013 Member – President’s Special Working Group on Racial Minorities
2012 – 2013 External Evaluator – SMU Statistics Department
2011 – 2016 Member - Education Abroad Council
2011 Member - President’s Commission on Substance Abuse Prevention
2009 – 2013 Member - Free Elective Transfer Committee

2009 – 2014 Member - Senate subcommittee on Admissions and Aid
2005 – 2014 Member - University Admissions Council
2005 - 2008 Member – Faculty Senate
2007 – 2017 Member - Presidential Scholars Selection Committee
2003 – 2006 Member – Strategic Enrolment Management Committee
2003-2005 Chair - President’s Commission on Status of Racial Minorities
1998 – 2003 Member - President’s Commission on Status of Racial Minorities

Services to Business School

2017 Member – Associate Dean of Graduate Programs Search Committee
2016 - Member – Research and Development Committee
2010 Member – Director of Placement Search Committee
2009 - 2019 Chair – BBA Policy Planning Committee
2003 – 2009 Member – Global Leadership Program Team
2002 – 2008 Member – BBA Policy Planning Committee
2000 Member - AACSB Self-Study Committee
1994 – 1995 Chair -- College of Business MBA Core Committee, University of Iowa
1994 - 1995 Member - Strategic Planning Committee
1994 Member -Dean’s Search Committee
1993-94 Member -Computing Services Committee

Services to Marketing Department

2014 - 2019 Director - Graduate Marketing Certificate Program
2012 2013 Director - Online Graduate Marketing Certificate Program
2012 – 14 Member - Committee on MS in Business Analytics
2009 – 2015 Member – Marketing Scholars Selection Committee
2008 - Executive Director – Center for Marketing Management Studies
2008 - 2019 Department Chair
2008 Member - Departmental Committee on Internship Development
2002 – 2019 Member - Departmental Committee on Recruiting
2002 Member – Subcommittee on undergraduate capstone marketing
1998 Member - Subcommittee for undergraduate curriculum
1997 – 2003 Faculty Advisor - SMU Marketing Association
1994 – 1995 Member - Faculty Recruitment Committee
1990 – 1994 Member - Ph.D. Admissions Committee
1989 – 1996 Member - Ph.D. Comprehensive Exams Committee
1989 – 1996 Member - Ph.D. Dissertation Committee for eight students

Services to Academic Profession – Journals

- 2019 - Co-editor, *Journal of Retailing* Special Issue on Data-based Retailing
- 2017 - Joint Editor-in-Chief, *Journal of Retailing*
- 2015 – 2017 Editorial Review Board, *Journal of Marketing Research*
- 2014 – 2017 Associate Editor, *Journal of Retailing*
- 2014 - 2016 Advisory Board, Curious Academic Publishing
- 2005 – 2014 Ad-hoc Area Editor, *Marketing Science*
- 2002 - 2014 Editorial Review Board, *Journal of Modeling in Management*
- 1999 - 2011 Editorial Review Board, *Review of Marketing Science*
- 1998 - 2016 Editorial Review Board, *Marketing Science*
- 1995 – 2019 Track chair, Session chair, Discussant at over 20 conferences
- 1989 - Ad-hoc reviewer over 60 journals, textbooks and conference sessions

Services to Academic Profession – Other

- 2019 External Reviewer, Promotion & Tenure, New York University (NYU)
- 2019 External Reviewer, Ph. D thesis committee, University of New South Wales, Australia
- 2018 External Reviewer, Promotion & Tenure, Indian School of Business
- 2018 Grant Evaluator, University of Leuven, Belgium
- 2017 External Reviewer, Ph. D thesis committee, University of New South Wales, Australia
- 2012 External Reviewer, Promotion & Tenure, Long Island University
- 2012 External Reviewer, Ph. D thesis committee, Tilburg University, Netherlands
- 2007 External Reviewer, Ph. D thesis committee, University of New South Wales, Australia
- 2003 External Reviewer, Promotion & Tenure, Indiana University
- 2002 Grant Evaluator, University Grants Committee, Hong Kong
- 2001 DFW Interactive Marketing Association award, Dallas
- 1997 Grant Evaluator, Social Science and Humanities Research Council of Canada
- 1995 – 2019: Judged over 20 dissertation contests organized by the American Marketing Association, Marketing Science Institute, and other academic organizations.

Service to Public Community

- 2008 - Founder-President: Charity through Art Foundation (www.chaartfoundation.org)

Consulting

- 1989 - Ad-hoc consultant for several organizations including George W. Bush Presidential Institute; Center for Non-profit Management, Anheuser Busch; Samsung Telecommunications, KPMG Peat Marwick Law Firm; Highland Park United Methodist Church, QUEST – a consortium of leading advertising agencies