

## GERARD J. TELLIS

*Professor Marketing, Neely Chair of American Enterprise  
and Director of USC Marshall Center for Global Innovation*

### ADDRESS

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### Education

Ph.D. Business Administration, the University of Michigan, Ann Arbor.  
Post-Graduate Diploma in Business Management, Xavier Labor Relations Institute, Jamshedpur.  
Bachelor of Science (Chemistry), the University of Bombay, Bombay.

### Research Expertise

Advertising, innovation, global market entry, new product diffusion, and pricing.

### Academic Appointments

Neely Chair of American Enterprise and Professor and , Director of Center for Global Innovation, Marshall School of Business, University of Southern California.  
Research Fellow, Judge Business School, Cambridge University, UK.  
Distinguished Professor of Marketing Research, Erasmus University Rotterdam, Netherlands.  
Visiting Professor of Marketing, Strategy, and Organization, Cambridge University, UK.  
Visiting Fellow of Sidney Sussex College, Cambridge University, UK.  
Associate Professor, The University of Iowa, Iowa City.

### Business Experience

Sales Development Manager, Johnson & Johnson, Bombay. Responsibilities included  
Brand Management, New Product Introductions and Sales Staff Planning.  
Consultant for multinational corporations.  
Expert witness for SEC, public corporations, and private entities.

### Teaching Interests

Advertising & promotion strategy, management of radical innovations, marketing models, philosophy of science.

### Books

Tellis, Gerard J. and Tim Ambler (2007), *Handbook of Advertising*, London, UK: Sage Publications.  
Tellis, Gerard J. (2004), *Effective Advertising: How, When, and Why Advertising Works*, Thousand Oaks, CA: Sage Publications. Translated into Chinese and Korean.  
Tellis, Gerard J. and Peter Golder (2001), *Will and Vision: How Latecomers Grow To Dominate Markets,* McGraw Hill.  
Translated into Russian, Chinese, Japanese, Korean, Portuguese, and Spanish.  
Tellis, Gerard J. (1998), *Advertising and Sales Promotion Strategy*, Reading, MA: Addison-Wesley.  
Translated into Spanish, Chinese, and Czech.

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## Awards

Fellow of INFORMS Society of Marketing Science, 2011.  
Frank M. Bass Outstanding Dissertation Award, for best article in *Marketing Science*, 1998.  
William F. Odell Award for best article in *Journal of Marketing Research*, 1998.  
Harold D. Maynard Award for most significant contribution to Marketing thought in *Journal of Marketing*, 2002.  
Harold D. Maynard Award for most significant contribution to Marketing thought in *Journal of Marketing*, 2000.  
MSI/Paul Root Award for best contribution to the practice of marketing published in the *Journal of Marketing*, 2009.  
Vijay Mahajan Award for Lifetime Contributions to Marketing Strategy from the AMA Tech/SIG, 2006.  
Behavioral Pricing Lifetime Achievement Award for Contributions to Behavioral Pricing, November 2009.  
AMA-Berry Award for best book (*Will and Vision*) in marketing in the last 3 years, 2004.  
Excellence in Global Marketing Research Award from American Marketing Association Global SIG, 2010.  
European Marketing Academy Award for best paper presented at 2009 Conference based on a dissertation.  
*Harvard Business Review* citation for *Will and Vision*, as one of best business books of 2001.  
American Marketing Association Global/SIG award for Best Published Article on Global Marketing, 2006  
Product Development and Management Association Award for best paper at 2005 Research Forum.  
American Marketing Association Tech-SIG award for Best Published Article on Innovation, 2005.  
Distinguished Alumnus Award, University of Michigan, Ann Arbor, April 2003.  
Impact on Management Practice Award by Erasmus University Rotterdam 2004, for research on International Takeoff, published in *Marketing Science*.  
American Marketing Association Summer Educators' Conference Best Paper Award, 1982.  
Marketing Science Institute and International Journal of Research in Marketing award for best paper in Conference on Global Marketing 2003.  
Phi Kappa Phi USC Faculty Award for creative works, 2003.  
Marketing Science Institute's award for best paper in Working Paper Series 1993 American Marketing USC Marshall Dean's Award for Research Excellence 2011, 2008, 2005  
USC Mellon Award for mentoring doctoral students, 2007.  
Distinguished Alumnus Award, XLRI, Jamshedpur, 2010.  
Hind Rattan Award, for outstanding services, achievements, and contributions, NRI Welfare Society of India, 2008  
Runner up for Harold D. Maynard Award for most significant contribution to Marketing thought among articles published in *Journal of Marketing*, 2009.  
Chester B. Phillips Award for Outstanding Teaching as a professor, 1988.  
Finalist for Marketing Science Long Term Impact award, 2009, 2010.  
Finalist for American Marketing Association Tech/SIG award for best paper in innovation, 2006.  
Finalist for American Marketing Association-Leonard Berry Award for best book in marketing for *Effective Advertising*, 2005.  
Finalist for Best Article Award in the *Journal of Retailing*, 2004  
Finalist for Best Article of AMA Tech SIG, 2003.  
Finalist for the Practice Prize of the INFORMS Society of Marketing Science, 2005.  
Finalist for Practice Prize of the INFORMS Society of Marketing Science, 2004.  
Finalist for William F. Odell Award for best article in the *Journal of Marketing Research*, 2003.  
Finalist for Paul Green Award for best article in *Journal of Marketing Research*, 2000.  
Finalist for William F. Odell Award for best article in *Journal of Marketing Research*, 1996.  
Finalist for John D. C. Little Award for best article in *Marketing Science*, 1995.  
Finalist for Best Article in *Journal of Advertising*, 1995.  
Finalist for William F. Odell Award for best article in *Journal of Marketing Research*, 1993.  
Semi-Finalist for INFORMS Edelman Award for Research 2005.  
Semi-Finalist for INFORMS Wagner Award for Research 2005.

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**Publications in Peer Reviewed Journals**

- Seshadri Tirunillai and Gerard J. Tellis (2011), "Does Chatter Really Matter? The Impact of Online Consumer Generated Content on a Firm's Financial Performance," *Marketing Science*.
- Sood, Ashish and Gerard J. Tellis (2011), "Demystifying Disruptions: A New Model for Understanding and Predicting Disruptive Technologies," *Marketing Science*, 30, 2 (March-April), 339-354.
- Sethuraman, Raj, Gerard J. Tellis, and Richard Briesch (2011), "How Well Does Advertising Work? Generalizations from a Meta-Analysis of Brand Advertising Elasticity," *Journal of Marketing Research*, forthcoming.
- Chandrasekaran, Deepa and Gerard J. Tellis (2011), "Getting a Grip on the Saddle: Chasms or Cycles?" *Journal of Marketing*, forthcoming, July.
- Koslow, Scott (2011), "What Scanner Panel Data Tell Us About Advertising: A Detective Story with a Dark Twist," *Journal of Advertising Research*.
- Tellis, Gerard J. and Deepa Chandrasekaran (2010), "Does Culture Matter? Assessing Biases in Cross-National Survey Research," *International Journal of Research in Marketing*, 27, 4, pp 329-341.
- Tellis, Gerard J. (2010), "Do Network Effects Warm or Chill a Budding Market?" *International Journal of Research in Marketing*, March, 27 (1), 20-21.
- Sood, Ashish and Gerard J. Tellis (2009), "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," *Marketing Science*, 28, 3 (May-June), 442-456.
- Tellis, Gerard J., Yiding Yin, and Rakesh Niraj (2009), "Why and How Quality Wins Over Network Effects and What It Means," *Journal of Marketing Research*, XLVI, 2 (March-April), 160-162.
- Tellis, Gerard J., Yiding Yin, and Rakesh Niraj (2009), "Does Quality Win: Network Effects versus Quality in High Tech Markets," *Journal of Marketing Research*, XLVI, 2 (March-April), 135-149.
- Tellis, Gerard J., Jaideep Prabhu and Rajesh Chandy (2009), "Innovation of Firms Across Nations: The Pre-Eminence of Internal Firm Culture," *Journal of Marketing*, 73, 1 (January), 3-23.
- Sood, Ashish, Gareth James and Gerard J. Tellis (2009), "The Functional Regression: A New Model for Predicting the Market Penetration of New Products," *Marketing Science*, 28, 1, 36-51.
- Tellis, Gerard J., Yiding Yin, and Simon Bell (2009), "Global Consumer Innovativeness: Cross Country Differences and Demographic Communalities," *Journal of International Marketing*, 17, 2, 1-22.
- Tellis, Gerard J (2009), "Generalizations About Advertising Effectiveness in Markets," *Journal of Advertising Research*, 49, 2, 240-245.
- Tellis, Gerard J and Kethan Tellis (2009), "A Critical Review and Integration of Research on Advertising in a Recession," *Journal of Advertising Research*, 49, 3 (September).
- Johnson, Joseph and Gerard J. Tellis (2008), "Drivers of Success for Market Entry Into China and India," *Journal of Marketing*, 72 (May) 1-13.
- Chandrasekaran, Deepa and Gerard J. Tellis (2008), "The Global Takeoff of New Products: Culture, Wealth, or Vanishing Differences" *Marketing Science*, 27, 5 (September-October), 844-860.
- Tellis, Gerard J. (2008), "Important Research Questions in Technology and Innovation," *Industrial Marketing Management*, 37, 6 (August), 629-632.
- Tellis, Gerard J and Johnson, Joseph (2007), "The Value of Quality: Stock Market Returns to Published Quality Reviews," *Marketing Science*, 26, 6 (November-December), 742-756.

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- Stremersch, Stefan, Gerard J. Tellis, Philip Hans Franses and Jeroen L. G. Binken (2007), "Indirect Network Effects in New Product Growth," *Journal of Marketing*, 71, 3, 52-74.
- Hauser John, Gerard J. Tellis and Abbie Griffin (2007), "Research on Innovation and New Products: A Review and Agenda for Marketing Science," *Marketing Science*, 25, 6, 687-717.
- Chandrasekaran, Deepa and Gerard J Tellis (2007), "Diffusion of New Products: A Critical Review of Models, Drivers, and Findings," *Review of Marketing Research*, 39-80.
- Tellis, Gerard J and Philip Hans Franses (2006), "Optimal Data Interval for Advertising Response Models," *Marketing Science*, 25, 3, May-June, 217-229.
- Spann, Martin and Gerard J. Tellis (2006), "Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions," *Journal of Marketing*, 70, 1 (65-78).
- Tellis, Gerard J. (2006), "Disruptive Technology or Visionary Leadership?" *The Journal of Product Innovation Management*, 23, 1 (January), 34-38.
- Tellis Gerard J. (2005), "Advertising's Role in Capitalist Markets: What We Know and Where We Go From Here," *Journal of Advertising*, 45, 2 (June), 162-170.
- Sood, Ashish and Gerard J. Tellis (2005), "Technological Evolution and Radical Innovations," *Journal of Marketing*, 69, 3 (July), 152-168.
- Tellis, Gerard J., Rajesh Chandy, Deborah MacInnis, and Pattana Thaivanich (2005), "Modeling the Micro Effects of Television Advertising: Which Ad Works, When, Where, Why, and For How Long?" *Marketing Science*, 24, 3 (Summer). 2005. Finalist for Society of Marketing Science ISMS Practice Prize, 2004.
- Johnson, Joseph, Gerard J. Tellis and Deborah MacInnis (2005), "Winners, Losers, and Biased Trades," *Journal of Consumer Research*, 32, 2 (September), 324-330.
- Johnson, Joseph and Gerard J. Tellis (2005), "Blowing Bubbles: Heuristics and Biases in the Run-Up of Stock Prices," *Journal of Academy of Marketing Science*, 33, 4, 486-504.
- Golder, Peter N and Gerard J. Tellis (2004), "Going, Going, Gone: Cascades, Diffusion, and Turning Points of the Product Life Cycle," *Marketing Science*, 23, 2 (180-191). AMA/TechSig best paper award 2005.
- Foster, Joseph A, Golder, Peter N and Gerard J. Tellis (2004), "Predicting Takeoff for Whirlpool's New Personal Valet," *Marketing Science*, 23, 2 (Spring), 182-185. Finalist for Society of Marketing Science Practice Prize 2003.
- Stremersch, Stefan, and Gerard J. Tellis, (2004), "Managing International Growth Of New Products," *International Journal of Research in Marketing*, 21, 4 (December), 421-438. Winner of best paper at Noordwijk Conference on Global Marketing, organized by MSI and IJRF.
- Tellis, Gerard J., Stefan Stremersch and Eden Yin (2003), "The International Takeoff of New Products: Economics, Culture and Country Innovativeness," *Marketing Science*, 22, 2 (Spring), 161-187. Winner of Erasmus University Rotterdam 2004, Impact on Management Practice award for research on International Takeoff, Finalist of Best Paper Award for 2003, by AMA Tech SIG.
- Sethuraman, Raj and Gerard J. Tellis (2002), "Does Manufacturer Advertising Suppress or Stimulate Retail Price Promotion? Analytical Model and Empirical Analysis," *Journal of Retailing*, 78 (4), 253-263. Finalist for Best Paper Award in the *Journal of Retailing*, 2004.
- Stremersch, Stefan and Gerard J. Tellis (2002), "Strategic Bundling of Products and Prices: A New Synthesis For Marketing," *Journal of Marketing*, 66, 1 (January), 55-72. Winner of *JM* Maynard Award for best contribution to marketing thought, 2002.

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- Chandy, Rajesh, Gerard J. Tellis, Debbie MacInnis and Pattana Thaivanich (2001), "What to Say When: Advertising Appeals in Evolving Markets," *Journal of Marketing Research*, 38, 4 (November), 399-414. Finalist for Odell Award, 2001.
- Ackerman David and Gerard J. Tellis (2001), "Can Culture Affect Prices: A Cross-Cultural Study of Shopping and Retail Prices," *Journal of Retailing*, 77, 57-82.
- Chandy, Rajesh and Gerard J. Tellis (2000), "The Incumbent's Curse? Incumbency, Size and Radical Product Innovation," *Journal of Marketing*, 64, 3 (July), 1 to 17. Harold D. Maynard Award for most significant contribution to Marketing thought in *Journal of Marketing*, 2000.
- Tellis, Gerard J., Rajesh Chandy and Pattana Thaivanich (2000), "Decomposing the Effects of Direct Advertising: Which Brand Works, When, Where, and How Long?" *Journal of Marketing Research*, 37 (February), 32-46. Finalist for the 2000 Paul Green award for the article in *Journal of Marketing Research* that contributes best to the practice of marketing research and research in marketing.
- Prabhu, Jaideep and Gerard J. Tellis (2000), "Do Consumers Ever Learn? Findings From An Experimental Market," *Journal of Behavioral Decision Making*, 13, 1, 19-34.
- Tellis, Gerard J., David Ackerman and Rajesh Chandy (1999), "In Search of Diversity: The Record of Major Marketing Journals," *Journal of Marketing Research*, 36 (February), 120-131.
- Chandy, Rajesh and Gerard J. Tellis (1998), "Organizing For Radical Product Innovation," *Journal of Marketing Research*, 35 (November), 474-487.
- Peter N. Golder and Gerard J. Tellis (1998), "Beyond Diffusion: An Affordability Model for the Growth of Consumer Durables," *Journal of Forecasting*, 17 (June-July), 259-280.
- Golder, Peter N. and Gerard J. Tellis (1997), "Will It Ever Fly? Modeling The Takeoff of New Consumer Durables," *Marketing Science*, 16, 3, 256-270. Winner of Bass Award for best article based on a dissertation in *Marketing Science*, 1997. Featured in *The Wall Street Journal*.
- Tellis, Gerard J. (1997), "Effective Frequency: One Exposure or Three Factors?" *Journal of Advertising Research*, 37-4, July-August, 75-80.
- Tellis, Gerard J. and Golder, Peter N. (1996), "First to Market, First to Fail? The Real Causes of Enduring Market Leadership," *Sloan Management Review*, 37, 2, 65-75. Featured in *The Wall Street Journal*, *Los Angeles Times*, *Economist*, and other publications. Best selling reprint in *Sloan Management Review* for 1996.
- Tellis, Gerard J. and Doyle Weiss (1995), "Does TV Advertising Really Affect Sales?" *Journal of Advertising*, 24, 3, 1-12. Lead article in issue. Nominated for *Journal of Advertising's* best paper of 1995.
- Tellis, Gerard J. and Fred Zufryden (1995), "Cracking the Retailer's Decision Problem: Which Brand to Discount, How Much, When and Why?" *Marketing Science*, 14, 3, 271-299. Nominated for *Marketing Science* best paper of 1995.
- Rajendran, K. N. and Gerard J. Tellis (1994), "Is Reference Price Based on Context or Experience? An Analysis of Consumers' Brand Choices," *Journal of Marketing*, 58, 2 (January), 10-22.
- Golder Peter N. and Gerard J. Tellis (1993), "Pioneering Advantage: Marketing Logic or Marketing Legend," *Journal of Marketing Research*. Winner of 1998 Odell Award for best paper in *Journal of Marketing Research*, that made a contribution 5 years earlier.
- Amit Ghosh, V. Kumar and Gerard J. Tellis (1992), "A Decomposition of Repetitive Response Behavior." *Marketing Letters*, 3, 4 (October), 407-417.

- Sethuraman, Raj and Gerard J. Tellis (1991), "An Analysis of the Tradeoff Between Advertising and Pricing," *Journal of Marketing Research*, 31, 2 (May), 160-174. Nominated for Odell Award for 1995.
- Tellis, Gerard J. and Gary G. Gaeth (1990), "Best-Value, Price-Seeking and Price Aversion: The Impact of Information and Learning on Consumer Choices," *Journal of Marketing*, 54 (April), 34-45.
- Tellis, Gerard J. (1989), "Interpreting Advertising and Price Elasticities," *Journal of Advertising Research*, 29, 4 (August-September), 40-43.
- Tellis, Gerard J. (1989), "The Impact of Corporate Size and Strategy On Competitive Pricing," *Strategic Management Journal*, 10, 569-585.
- Tellis, Gerard J. (1988), "The Price Sensitivity of Competitive Demand: A Meta-Analysis of Sales Response Models," *Journal of Marketing Research*, 15, 3 (November), 331-341. Lead article in issue.
- Tellis, Gerard J. (1988), "Advertising Exposure, Loyalty and Brand Purchase: A Two Stage Model of Choice," *Journal of Marketing Research*, 15, 2 (May), 134-144. Discussed in the *Wall Street Journal*, February 15, 1989, p. B6 and March 1, 1989, p. B6 and in numerous newspapers and journals nationally and abroad.
- Tellis, Gerard J. and Claes Fornell (1988) "Advertising and Quality Over the Product Life Cycle: A Contingency Theory," *Journal of Marketing Research*, 15, 1 (February), 64-71.
- Tellis, Gerard J. and Birger Wernerfelt (1987) "Competitive Price and Quality Under Asymmetric Information," *Marketing Science*, 6, 3, 240-253.
- Tellis, Gerard J. (1987), "Consumer Purchasing Strategies and the Information in Retail Prices," *Journal of Retailing*, 63, 3 (Fall), 279-297.
- Tellis, Gerard J. (1986), "Beyond the Many Faces of Price: An Integration of Pricing Strategies," *Journal of Marketing*, 50 (October), 146-160. Reprinted in *Marketing Classics*, by Cox and Enis.
- Tellis, Gerard J. and C. Merle Crawford (1981), "An Evolutionary Approach to Product Growth Theory," *Journal of Marketing*, 45 (Fall), 125-132.

## **OTHER PUBLICATIONS IN BOOKS, JOURNALS, AND REFEREED PROCEEDINGS**

- Seshadri, Tirunillai and Gerard J. Tellis (2009), "Does Online Word of Mouth Affect Stock Prices," *The EMAC Chronicle*, 6, October, 11.
- Gerard J. Tellis (2009), "Overall Advertising Impact" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Chandrasekaran, Deepa and Gerard J. Tellis (2009), "Global Takeoff" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Chandrasekaran, Deepa and Gerard J. Tellis (2009), "Global Diffusion" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Peter N. Golder and Gerard J. Tellis (2009), "Sales Takeoff," *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Peter N. Golder and Gerard J. Tellis (2009), "Pioneer Advantage," *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Tellis, Gerard J. (2009), "A Lesson for Detroit – Tata Nano," *San Francisco Chronicle*, March 31.
- Sood, Ashish and Gerard J. Tellis (2009) "Technological Evolution" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009.

- Sood, Ashish and Gerard J. Tellis (2009) "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," Performance, Ernst & Young *Thought Leadership Magazine*, Inaugural Issue, Jan 2010.
- Sood, Ashish and Gerard J. Tellis (2009) "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," *PDMA Visions – Insights into Innovation*, Oct 2009, Vol XXXIII No. 3.
- Tellis Gerard J. and Ashish Sood (2008), "How to Back the Right Technology," *Business Insights, MIT Sloan Management Review-Wall Street Journal*, Dec. 15, R8.
- Sood, Ashish and Gerard J. Tellis (2008), "Technological Evolution" Empirical Generalizations about Marketing Impact, MSI's Relevant Knowledge series, edited by Dominique Hanssens.
- James, Gareth, Ashish Sood and Gerard J. Tellis (2008), "Marketing Applications of Functional Data Analysis" Functional and Operatorial Statistics, Springer Series: Contributions to Statistics, Dabo-Niang, Sophie; Ferraty, Frédéric (Eds.), 2008, XX, 304 p. 33 illus., Hardcover, ISBN: 978-3-7908-2061-4
- Sood, Ashish and Gerard J. Tellis (2008), "The Myth of S-Curves: Technological Evolution and Product Innovation", Strategic Innovators, Indian Institute of Planning & Management,
- Sood, Ashish and Gerard J. Tellis (2008), "Understanding Technology Evolution - The Fallacy of S-Curves", i-PERFORM Marketing 2.0 Authority, Montgomery Research, Inc. and Accenture.
- Sood, Ashish and Gerard J. Tellis (2008), "Technology Transition," Encyclopedia on Technology, Innovation and Management, Rosemary Nixon, and Blackwell
- Tellis, Gerard J. (2007), "Advertising Effectiveness in Contemporary Markets," in Tellis, Gerard J. and Tim Ambler, *Handbook of Advertising*, London, UK: Sage Publications.
- Sood, Ashish and Gerard J. Tellis (2007), "Understanding the Seeds of Growth: Technological Evolution and Product Innovation," *Annual Thought Leadership on CRM Transformation*, Accenture: Montgomery Research, Inc.
- Gerard J. Tellis (2006), "Modeling the Marketing Mix," *Handbook of Marketing Research*, ed Rajiv Grover, Thousand Oaks: Sage Publications, p 506-522.
- Gerard J. Tellis (2004), "Is the European Union One Market," *New England Journal of Marketing*, Summer, 9-10.
- Chandy, Rajesh, Peter Golder, and Gerard J. Tellis (2004), "Historical Research in Marketing Strategy: Method, Myths, and Promise," in *Cool Tools for Marketing Strategy*, by Donald Lehmann and Christine Moorman, Cambridge, MA: MSI, 165-184.
- Tellis, Gerard J. and Peter N. Golder (2002), "The Early Bird Misses the Worm," *US Industry Today*, 5, 3, p. 7.
- Golder, Peter N. and Gerard J. Tellis (2001), "Let the Markets Regulate Microsoft," *Los Angeles Times*, December.
- Tellis, Gerard J. and Claes Fornell (2001) "Advertising and Quality Over the Product Life Cycle: A Contingency Theory," reprinted in *The Economics of Advertising*, Bagwell, Kyle W (2001), Cheltenham, UK: Edward Elgar Publishing Ltd.
- Fisher Robert J. and Gerard J. Tellis (1998), "Removing Social Desirability Bias With Indirect Questioning: Is the Cure Worse Than the Disease?" *Advances in Consumer Research*, 15, 25, 563-567.
- Tellis, Gerard J. (1996), "Review of *The New Marketing Research Systems*," *Journal of Marketing Research*, 33, February, 114-115.
- Tellis, Gerard J. (1994), "Modeling The Effects of Advertising in Contemporary Markets: Research Findings and Opportunities," in *Attention, Attitude and Affect in Response to Advertising*," edited by Eddie M. Clark, Timothy C. Brock and David W. Stewart, Hillsdale, New Jersey: Lawrence Erlbaum Associates.
- Tellis, Gerard J. (1989), "Creative Pricing of Products and Services," in *The Pricing Decision*, ed. by Daniel T. Seymour, Chicago, Ill: Probus Publishing Company.

- Tellis, Gerard J. (1987), "Creative Pricing of Medical Services," *Journal of Medical Practice Management*, 3, 2 (Fall), 120-124.
- Tellis, Gerard J., Gary Gaeth and Lynn Clark (1985), "The Impact of External Information and Experience on Consumer Inference and Choice," in *Marketing Communications: Theory and Research*, Michael J. Houston and Richard J. Lutz, eds. Chicago: A.M.A.
- Zinkhan, George M. and Gerard J. Tellis (1983), "BIDSIM: Using A Competitive Bidding Simulation To Highlight Pricing Issues," *Journal of Marketing Education*, (Summer), 48-55.
- Fornell, Claes, Gerard J. Tellis and George M. Zinkhan (1982), "Validity Assessment: A Structural Equations Approach Using Partial Least Squares," in *An Assessment of Marketing Thought and Practice*, Bruce J. Walker et al., eds., Chicago: A.M.A.
- Crawford, C. Merle and Gerard J. Tellis (1981), "The Technological Innovation Controversy," *Business Horizons*, 24, 4, 76-88.
- Tellis, Gerard J. and C. Merle Crawford (1981), "An Analysis of the U.S. Innovation Rate," in *The Changing Marketing Environment: New Theories and Applications*, Kenneth Bernhardt et al., eds., Series No. 47, Chicago: American Marketing Association, 280-285.

## **MARKETING SCIENCE INSTITUTE and ISBM WORKING PAPERS**

- Sood, Ashish and Gerard J. Tellis (2009), "Decoding Market Disruption: New Schema, Model, and Findings" MSI Reports, 2009
- Sood, Ashish, Gareth James, and Gerard J. Tellis (2008), "The Functional Regression: A New Model and Approach for Predicting the Market Penetration of New Products," Marketing Science Working Paper, 08-200
- Sood, Ashish and Gerard J. Tellis (2008), "Do Innovations Really Payoff? Total Stock Market Returns to Innovation" MSI Working Paper, Cambridge, MA: Marketing Science Institute, 2008
- Chandrasekaran, Deepa and Gerard J. Tellis (2007), "The Global Takeoff of New Products: Culture's Consequences or Wealth of Nations," Marketing Science Institute Working Paper, No. 07-121.
- Sood, Ashish and Gerard J. Tellis (2004), "The S-Curve of Technological Innovation: Strategic Law or Self-Fulfilling Prophecy?" Marketing Science Institute Working Paper, no 04-116.
- Golder, Peter N and Gerard J. Tellis (2004), "Going, Going, Gone: Cascades, Diffusion, and Turning Points of the Product Life Cycle," *Marketing Science*..
- Tellis, Gerard J., Stefan Stremersch and Eden Yin (2003), "The International Takeoff of New Products: Economics, Culture and Country Innovativeness," Working Paper, 02-121, Cambridge, MA: Marketing Science Institute.
- Rajesh Chandy, Gerard J. Tellis, Debbie MacInnis and Pattana Thaivanich (2001), "What to Say When: Advertising Appeals in Evolving Markets," Working Paper 01-103, Cambridge, MA: Marketing Science Institute.
- Rajesh Chandy and Gerard J. Tellis (2000), "Leader's Curse: Incumbency, Size and Radical Innovation," Marketing Science Institute Report No. 00-100, Cambridge, MA: Marketing Science Institute.
- Gerard J. Tellis and Rajesh Chandy (1999), "Decomposing the Effects of Direct Advertising: Which Ad Works, When, Where and How Often," MSI Working Paper, 99-118.
- Rajesh Chandy and Gerard J. Tellis (1998), "Organizing For Radical Product Innovation," MSI Working Paper, No. 98-102.
- Rajesh Chandy and Gerard J. Tellis (1997), "Organizing For Radical Product Innovation," ISBM Working Paper

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No. 10-1997

Golder, Peter N. and Gerard J. Tellis (1997), "Will It Ever Fly? Modeling The Growth of New Consumer Durables," MSI Working 97-127.

Golder, Peter and Gerard J. Tellis (1992), "Do Pioneers Really Have Longterm Advantage? A Historical Analysis," MSI Working Paper No. 92-124. *Won MSI's best paper award for 1993.*

Tellis, Gerard J. (1988), "The Price Sensitivity of Competitive Demand: A Meta-Analysis of Sales Response Models," MSI Working Paper No. 88-105.

Tellis, Gerard J. (1987), "Advertising Exposure, Loyalty and Brand Purchase: A Two Stage Model of Choice," MSI Working Paper No. 87-105.

Tellis, Gerard J. (1986), "Beyond the Many Faces of Price: An Integration of Pricing Strategies," journal article reprint circulated by the institute.

## Working Papers

Tellis, Gerard J., Andreas Eisingerich, Jaideep Prabhu, and Rajesh Chandy (2009), "Competing for the Future: The Global Location of Research Centers."

Gaia Rubera and Gerard J. Tellis (2009), "Alternate Paths to Corporate Entrepreneurship: Spinoffs versus Buyout."

Borah, Abhishek and Gerard J. Tellis (2011), "To Make or Not To Make: Payoff to Make Versus Buy Innovations."

Sood, Ashish, James Gareth, Gerard J. Tellis and Ji Zhu (2009), "The SAW Model for Predicting Technological Change."

Arts, Joep, Deepa Chandrasekaran, Gerard J. Tellis and Ruud Frambach (2009), "Price and Price Patterns in the International Takeoff of New Products."

Spann, Martin, Marc Fischer and Gerard J. Tellis (2009), "Skimming or Penetration? Test of Dynamic Pricing Strategies for New Products."

Kevin Bao and Gerard J. Tellis (2005), "Strategic Pre-announcement and Positioning of Technological Innovations."

Joseph Johnson, Gerard J. Tellis and Ip, Edward, (2004), "Optimizing Customized Temporal Discounts Promotions."

## UNPUBLISHED PAPERS

Prosser, Elise, Eddie Ip, Stefan Stremersch and Gerard J. Tellis, "Life After Death: Modeling Video Life Cycles".

Bao, Kevin and Gerard J. Tellis (2005), "Vaporware: Wisdom or Wasteland?"

Fred Zufryden and Gerard J. Tellis (1997), "Optimizing the Manufacturer's Promotional Decision."

K. N. Rajendran and Gerard J. Tellis (1994), "Is Reference Price A Fair Price or an Expected Price?"

Hariharan, Hari S. and Gerard J. Tellis (1993), "A Household Model of Brand Loyalty: Specification and Implications for Brand Management."

Sethuraman, Raj and Gerard J. Tellis (1994), "To Tell or Not To Tell What Is On Discount? A Model of Retailer Price Discounting."

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**PRESENTATIONS AT INTERNATIONAL ACADEMIC CONFERENCES**

- “Does Chatter Matter? Impact of Online Chatter on Stock Prices,” AMA Winter Educator’s Conference, New Orleans, 2010
- “To Make or Not to Make: Payoff to Make versus Buy Innovations,” AMA Winter Educator’s Conference, New Orleans, 2010.
- “Demystifying Disruption: A New Model to Understand and Predict Technological Disruption,” China Marketing Doctoral Consortium, Fudan University, 2010.
- “Silicon Envy: Dynamics of Global IT Clusters,” Marketing Dynamics Conference, Istanbul, Turkey.
- “Developing Interesting and Impactful Research,” American Marketing Association Educators Conference 2010.
- “Patterns of Global R&D Location,” Yale University China-India Conference, Beijing, China 2010.
- “Demystifying Disruption: A New Model to Understand and Predict Technological Disruption,” Yale University Conference on Consumer Insights, 2010.
- “An Analysis of Global IT Clusters,” PDMA Research Forum, Anaheim CA, November 2009.
- “Does Chatter Really Matter? Market Returns to User Generated Content,” Conference on UGC, Wharton School, Philadelphia, PA, December 2009.
- “Problems and Opportunities in Pricing Research,” Behavioral Pricing Conference, Orlando, FL, November 2009.
- “Innovation of Firms Across Nations: A Culture of Relentless Innovation,” 2nd Latin American Retail Congress, San Paulo, October 2009.
- “Alternate Routes of Corporate Entrepreneurship, Buyouts vs Spinoffs,” Marketing Dynamics Conference, New York, NY, September 2009.
- “Make vs Buy: Market Returns to Making vs Buying Innovations,” West-Coast Research Symposium, University of Washington, Seattle, Sep. 2009.
- “How To Do Impactful Research,” AMA Summer Educator’s Conference, Chicago, August 2009.
- “Drivers of Success for Market Entry into India and China,” India Trade Conference, Irwindale, CA, June 2009.
- “Important Research Questions In Innovation,” AMA Sheth Doctoral Consortium, Georgia State University, GA, June 2009.
- “Drivers and Dimensions of Product Coolness,” Marketing Science Conference, Ann Arbor, MI, June 2009.
- “Patterns in International Location of R&D,” European Marketing Academy Conference, Nantes, France, May 2009
- “Important Research Questions In Innovation,” US-EU Conference in Innovation, Nuremberg, Germany, May 2009.

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- “Drivers of Success for Market Entry into India and China,” Conference in India, Judge Business School, Cambridge University, UK, May 2009.
- “Advertising in a Recession,” Advertising Research Foundation Annual Meeting, New York, NY, April 2009.
- “Patterns in International Location of R&D,” AMA Winter Educator’s Conference, Tampa, FL, Feb 2009
- “Generalizations on Advertising Effectiveness,” Wharton Conference on Generalizations in Advertising, Dec. 2008.
- “Spinoffs versus Buyouts in Corporate Entrepreneurship,” West-Coast Research Symposium, Stanford, Sep. 2008.
- “Functional Regression: A New Model for Predicting the Market Penetration of Innovations,” (with Sood and James), Marketing Science Conference, Vancouver, 2008.
- “Catch-up, Leapfrogging, and Globalization: Dynamics of New Product Diffusion Across Nations,” (with Deepa Chandrasekaran), Marketing Science Conference, Vancouver, 2008.
- “Drivers of Success for Market Entry into India and China,” Conference on Competition, Mainz, Germany, 2008.
- “Patterns and Problems in Global Competition,” Conference on Competition, Mainz, Germany, 2008.
- “Drivers of Success for Market Entry into China and India,” (with Joseph Johnson), Conference on Competition, Mainz, Germany, 2008.
- “Total Returns to Innovation,” (with Ashish Sood), 37<sup>th</sup> EMAC Conference, Brighton, UK, May 2008.
- “Important Research Questions In Innovation,” Conference on Innovation at Renssaeler Institute of Technology, May 2008.
- “Total Market Returns to Innovations,” (with Ashish Sood), 5<sup>th</sup> University of Utah Conference on Innovation, Eccles School of Business, Feb 2008.
- “The Incumbents Curse,” (with Rajesh Chandy), PDMA Conference, Bangalore, India, December 2007.
- “Innovation of Firms Across Nations,” (with Jaideep Prabhu and Rajesh Chandy), USC Global Conference, Tokyo, November 2007.
- “Decoding Disruption,” (with Ashish Sood), West Coast Symposium, Seattle, September 2007.
- “Getting a Grip on the Saddle of New Product Growth,” (with Deepa Chandrasekaran), American Marketing Association, August 2007.
- “Decoding Disruption,” with Ashish Sood, Marketing Science Conference, June, 2007.
- “What Causes a Trough in New Product Sales: Cycles, Chasms, or Cascades?” (with Deepa Chandrasekaran, Marketing Science Institute-USC Conference on Accelerating Diffusion of New Products, Singapore, June 2007.
- “Decoding Disruption,” (with Ashish Sood), European Marketing Academy Conference, Iceland, May 2007
- “Explaining the Trough in New Product Sales,” (with Deepa Chandrasekaran), Conference in Accelerating the Diffusion of New Products, Los Angeles, Ca, March 2007.

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- “Catch-up and Slowdown: Generalizations on Global Penetration of New Products,” (with Deepa Chandrasekaran) Bass Conference, Dallas, TX, February 2007.
- “Reflections on 25 Years of Research & Publishing,” AMA-Sheth Doctoral Consortium, Phoenix, May 2007.
- “Decoding Disruption” (with Ashish Sood), AMA Winter Educators’ Conference, February, San Diego, CA 2007.
- “Decoding Disruption” (with Ashish Sood), University of Utah, Winter Conference on Innovation, 2007.
- “An Alternate Paradigm of Research,” PDMA Conference, Atlanta, 2006.
- “Quality Versus Network Effects in the Success of New Products,” (with Rakesh Niraj and Eden Yin), PDMA Conference, Atlanta, 2006.
- “Modeling Indirect Network Effects in New Product Growth,” (with Stefan Stremersch and Philip Hans Franses), PDMA Conference, Atlanta, 2006.
- “Total Stock Market Returns to Innovation,” (with Ashish Sood), PDMA Conference, Atlanta, 2006.
- “Getting a Grip on the Saddle: Cascades, Chasms, or Cycles” (with Deepa Chandrasekaran), Marketing Time Series Conference, UCLA, 2006
- “The Value of Quality: Stock Market Returns to Quality Reviews,” (with Joseph Johnson), Marketing Time Series Conference, UCLA, 2006.
- “Getting a Grip on the Saddle: Cascades, Chasms, or Cycles” (with Deepa Chandrasekaran), Marketing Science Conference, Pittsburgh, 2006
- “Total Stock Market Rewards to Innovations,” (with Ashish Sood), Marketing Science Conference, Pittsburgh, 2006.
- “International Takeoff of New Products,” European Marketing Association Conference, Athens, 2006.
- “Innovation of Firms Across Nations,” European Marketing Association Conference, Athens, 2006.
- “Total Stock Market Rewards to Innovations,” (with Ashish Sood), AMA Winter Conference, St. Petersburg, Florida 2006.
- “Total Stock Market Rewards to Innovations,” (with Ashish Sood), Conference on Innovation, IIT Madras, India, 2005.
- “Global Takeoff of New Products,” (with Deepa Chandrasekaran), Conference on Innovation, IIT Madras, India, 2005
- “Global Takeoff of New Products,” (with Deepa Chandrasekaran), PDMA Conference, San Diego, 2005
- “The Innovation of Nations,” with Jaideep Prabhu and Rajesh Chandy, Marketing Science Conference, Atlanta, 2005.
- “Conquest of Emerging Markets: China versus India,” (with Joseph Johnson), Marketing Science Conference, Atlanta, 2005
- “Global Takeoff of New Products,” (with Deepa Chandrasekaran), Marketing Science Conference, Atlanta, 2005
- “Global Consumer Innovativeness,” (with Rajesh Chandy & Jaideep Prabhu), EMAC Conference, Milan, Italy 2005.
- “Modeling Total Effects of Advertising Response,” (with Chandy, MacInnis, & Thaivanich), EMAC Conference, Milan, Italy 2005.
- “The Innovation of Nations,” with Jaideep Prabhu and Rajesh Chandy, International Conference on Innovation, Bangalore, India, 2004.

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- “Global Consumer Innovativeness,” (with Yin and Bell) Conference on Emerging Marketing, Indian Institute of Management, Kozhikode, 2004.
- “The Global Penetration of New Products,” with Deepa Chandrasekaran, International Conference on Innovation, Bangalore, India, 2004.
- “Global Consumer Innovativeness,” (with Yin and Bell) Marketing Science Institute and *Journal of Marketing Research* Joint Conference on Applied Research, Yale University, 2004.
- “The Optimal Data Interval for Econometric Models of Advertising Response,” (with Philip Hans Franses), Conference on Time Series Models in Marketing, Dartmouth University.
- “Global Consumer Innovativeness,” (with Yin and Bell) Association for Consumer Research, Portland, Oregon, 2004.
- “Global Consumer Innovativeness,” (with Yin and Bell) Marketing Science Conference, Rotterdam 2004.
- “The Tradeoff Between Advertising and Price Promotions,” (with Raj Sethuraman), AMA Summer Educators’ Conference, Boston, 2004.
- “Technological Evolution and Radical Innovation:” (with Sood, Ashish), Workshop on Innovation, AMA Summer Educators’ Conference, Boston, 2004.
- “Optimal Customized Temporal Discounts,” (with Johnson and Yip), Marketing Science Conference, Rotterdam 2004.
- “Are Consumers Rational: Analysis of Internet Shopping Behavior” (with Martin Spann), American Marketing Association, Winter Conference, Scottsdale, Az, 2004.
- “Historical Research in Marketing Strategy: Method, Myths, and Promise,” (with Chandy, Rajesh, Peter Golder), in *Cool Tools for Marketing Strategy*, AMA Summer Educator’s Conference, 2003.
- “Network Effects, Path Dependence or Quality: What Drives the Success of New High Tech Products?” (with Eden Yiding), Marketing Science Conference, Maryland, 2003.
- “Application of Takeoff Analysis to Whirlpool’s Introduction of the Personal Valet,” (with Peter Golder), Marketing Science Conference, Maryland, 2003.
- “Are Consumers Rational: Analysis of Internet Shopping Behavior” (with Martin Spann), Marketing Science Conference, Maryland, 2003.
- “Stock Market Returns to Innovation Versus Quality,” (with Joseph Johnson), Marketing Science Conference, Maryland, 2003.
- “Managing Growth of New Product in International Markets” (with Stefan Stremersch), MSI Global Conference, Noordwijk, Netherlands, 2003
- “The International Takeoff of New Consumer Durables,” (with Stefan Stremersch and Yiding Yin), INFORMS Europe Conference, Summer, 2003.
- “The International Takeoff of New Consumer Durables,” (with Stefan Stremersch and Yiding Yin), PDMA and EIASM International Conference, Brussels, 2003.
- “Evolution of Technological Life Cycles:” (with Sood, Ashish), AMA Winter Educator’s Conference, Orland, 2003.
- “The International Takeoff of New consumer Durables,” (with Stefan Stremersch and Yiding Yin), 2002 Winter Research Conference, Hyderabad, India.
- “Gambling on Growth: Consumer’s Choice of Risky Assets Under Uncertainty,” Marketing Science Conference, Edmonton.
- “Modeling When, Why, and How Advertising Works,” Marketing Science Conference, Edmonton.
- “The International Takeoff of New consumer Durables,” (with Stefan Stremersch and Yiding Yin), Marketing Science Conference, Edmonton.

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- “Optimizing Customized Coupons,” (with Eddie Ip and Joseph Johnson), INFORMS Conference in Miami, November 2001.
- “What to Say When: Advertising Appeals in Evolving Markets,” (with Rajesh Chandy, Pattana Thaivanich and Deborah MacInnis) Marketing Science Conference, Wiesbaden, Germany, Summer 2001.
- “New Hardware Looking For Software: A Multivariate Switching Model For Estimating Indirect Network Effects,” (with Stefan Stremersch) Marketing Science Conference, Wiesbaden, Germany, Summer 2001.
- “A Multivariate Switching Model For Estimating Indirect Network Effects,” (with Stefan Stremersch), INFORMS Conference, Maui, Summer 2001.
- “Winners, Losers and Hype: A Study of Consumer Purchase of Stocks Under Uncertainty,” with Joseph Johnson, Marketing Science Conference, UCLA, 2000.
- “Quality versus Network Externalities in the Takeoff Of High Tech Innovations,” with Eden Yin, Marketing Science Conference, UCLA, 2000.
- “The Leader’s Curse?” with Rajesh Chandy, Conference on Competition, Mainz, Germany, 1999.
- “Decomposing the Effects of Direct Advertising: Which Ad Works, When, Where and How Long?”, Marketing Science Conference, Syracuse, 1999.
- “The Leader’s Curse?” (with Rajesh Chandy), Marketing Science Conference, Fontainebleau, France 1998.
- “Decomposing the Effects of Direct Advertising,” (with Rajesh Chandy and Pattana Thaivanich), AMA Winter Educators’ Conference, Austin 1998.
- “Radical Product Innovation In High Technology Markets,” with Rajesh Chandy, Marketing Science Conference, Berkeley, 1997.
- “Problems in Market Pioneering,” with Peter Golder, INFORMS National Meeting, Atlanta, 1996.
- “Internal Markets and Radical Product Innovation: Review and Experiment,” (with Rajesh Chandy), Marketing Science Conference, Gainesville, Florida 1996.
- “Modeling the Slowdown of New Consumer Durables,” (with Peter Golder), Marketing Science Conference, Gainesville, Florida 1996.
- “Predicting the Take-Off Of New Consumer Durables,” with Peter Golder, Product Development and Management Association, Fall Conference, Minnesota, 1995.
- “Predicting the Take-Off Of New Consumer Durables,” with Peter Golder, Marketing Science Conference, Sydney, 1995.
- “Touching, Feeling and Flirting: The Effects of Culture on Price and Price Behavior” (with David Ackerman), Marketing Science Conference, Tucson, March 1994.
- “First to Enter, First to Market? The Real Causes of Enduring Market Leadership,” (with Peter Golder), TIMS/ORSA National Meeting, November 1993, Phoenix.
- “To Tell or Not To Tell What Is On Promotion,” (with Raj Sethuraman) Marketing Science Conference, St. Louis, 1993.
- “Do Consumers Ever Learn? Findings From An Experimental Market,” (with Jaideep Prabhu) Marketing Science Conference, St. Louis, 1993.
- “The Rewards to Market Entry: Pioneers Versus Early Leaders,” (with Peter Golder) TIMS/ORSA Joint National Meeting, San Francisco, 1992.
- “Pioneering Advantage: Marketing Fact or Marketing Legend?” (with Peter Golder) Marketing Science Conference, London 1992.
- “A Model to Determine the Optimal Depth and Timing of Retail Promotions,” (with Fred Zufryden) Marketing Science Conference, London, 1992.

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- “Is Reference Price A Fair Price Or An Expected Price?” (with K. N. Rajendran) Marketing Science Conference, Wilmington, Delaware, March 1991.
- “Modeling Brand Equity with Scanner Data,” (with S. Hariharan) TIMS/ORSA Joint National Meeting, Philadelphia, October, 1990.
- “A Dirichlet Model of Brand Equity,” (with S. Hariharan) AMA Winter Educators' Conference, Phoenix, Arizona, February, 1990.
- “An Analysis of the Components of Reference Price,” (with K. Rajendran) Marketing Science Conference, Champaign, Illinois, March 1990.
- “Do Promotions Increase, Decrease or Have No Effect on Brand Promotions? A Test of Three Rival Theories”, The Association of Consumer Research, New Orleans, October 1989.
- “Exploring the Appropriate Data Frame for Ad-Response Models” (with Doyle Weiss), TIMS/ORSA Joint National Meeting, New York, 1989.
- “Is Complexity a Virtue? The Forecasting Ability of Econometric Models” (with Hari S. Hariharan and Siva Balasubramanian), TIMS/ORSA Joint National Meeting, New York, 1989.
- “The Determinants of the Variation in Sales Elasticities of Advertising and Pricing” (with Raj Sethuraman), TIMS/ORSA Joint National Meeting, New York, 1989.
- “The True Data Interval for Econometric Models of Advertising,” (with Charles Whiteman and Byung-Do Kim), Marketing Science Conference, Duke University, March 1989.
- “A Decomposition of Routine Response Behavior,” (with Amit Ghosh, V. Kumar), Marketing Science Conference, Duke University, March 1989.
- “An Analysis of the Behavioral Effects of Promotions,” Marketing Science Conference, Duke University, March 1989.
- “Consumer Inference of Product Quality Under Uncertainty,” (with Gary Gaeth) the 30th Annual Meeting of the Psychonomics Society, Chicago, November 1988.
- “Inference, Price-Aversion and Rationality: An Analysis of Price Response Under Uncertainty”, (with Gary Gaeth) TIMS/ORSA Conference, Denver, October 1988.
- “The Price Sensitivity of Competitive Demand: A Meta-Analysis of Sales Response Models,” Marketing Science Conference, Seattle 1988.
- “Use of Brand Loyalty Indices for Market Segmentation”, with V. Kumar and Amit Ghosh, TIMS/ORSA Conference, St. Louis, November 1987.
- Speaker at a Symposium on Repetitive Advertising, American Marketing Association Educators' Conference, Toronto, August 1987.
- “Advertising Exposure, Loyalty and Brand Purchase: A Two Stage Model of Choice,” Sixth Annual Advertising and Consumer Psychology Conference, Chicago, May 1987.
- “Competitive Price, Quality and Market Share With Asymmetric Information and Rational Expectations,” ORSA/TIMS National Conference, Miami, November 1986 (with Birger Wernerfelt).
- “A Dynamic Marketplace Game,” Behavioral Research Conference, Cornell University, June 1986 (with Gary Gaeth)
- “Advertising Exposure and Brand Choice: An Informational Approach,” Marketing Science Conference, Dallas, March 1986.
- “Price, Advertising and Quality Competition in the Major Appliance Industry,” Marketing Science Conference, Nashville, March 1985.
- “A Model of Competitive Price, Quality and Market Share Under Imperfect Consumer Information,” Marketing Science Conference, Chicago, 1984.

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**INVITED SEMINARS AT ACADEMIC INSTITUTIONS**

Harvard University, 2011  
Peking University, 2011  
University of Munich, 2011  
University of Innsbruck, 2011  
Georgia Tech University, 2011  
Fudan University, Shanghai 2010  
Yale University, New Haven, CT 2010  
Koc University, Istanbul, Turkey, May 2009  
Sabanci University, Istanbul, Turkey, May 2009.  
USC Stevens Institute, December 2008.  
Wharton's Mack Center for Technological Innovation, November 2008.  
Tanaka Business School, Imperial College, London, UK, May 2008.  
Colloquium on Science and Art of Innovation, UC Irvine, February, 2008.  
5<sup>th</sup> Annual Conference on Innovation, University of Utah, Eccles School of Business, February 2008.  
Lally School of Management & Technology, Rensselaer Polytechnic Institute, Spring Research Camp on Innovation, Feb 2008.  
5<sup>th</sup> Marketing in Israel Conference, Tel Aviv, January 2008.  
Winter Research Camp, Katz School of Business, University of Pittsburg, 2007  
Center for Technology, University of California, Santa Barbara, 2006.  
Summer Research Camp, Passau University, Germany, 2006.  
Hightower Distinguished Lecturer in Marketing, Emory University, 2006.  
Board of Leaders, Marshall School of Business, 2006  
MIT Data Center, Marketing Engineering, Cambridge, MA, 2005.  
USC 125th Anniversary Celebration, October 2005.  
Corporate Advisory Board, Marshall School of Business, October 2005.  
Lisle & Roslyn Payne Research Symposium, Eller College of Management, University of Arizona, November 2005.  
Copenhagen Business School, Copenhagen, Denmark, 2005.  
University of Frankfurt, Summer 2005.  
Århus Business School, Århus, Denmark, September 2005.  
Mendoza College of Business, Notre Dame, Spring 2005.  
Greif Entrepreneurship Center Research Symposium, Spring 2005.  
School of Business, Columbia University, Spring 2005.  
UCLA-UCI-USC Spring Colloquium, 2005  
Conference on Innovation, University of Utah, February 2005  
Spring Research Camp, University of Maryland, Spring 2004  
Keynote Speaker, Houston Doctoral Consortium, University of Houston, April 2004.  
Conference on Strategy, Free University of Amsterdam, Amsterdam, March 2004.  
Conference on Innovation, Wharton School, University of Pennsylvania Fall 2003.  
AMA Cool Tools for Strategy Research, August 2003.  
Conference on Innovation, University of Utah, February 2004  
Ohio State University, Fall 2003  
University of Florida, September 2003.  
University of Michigan, April 2003  
University of Miami, Miami, Fl.  
University of Washington, Seattle, WY.  
Spring Research Camp, University of Texas, Austin, TX.  
Spring research Camp, University of Iowa, Iowa City, IA.  
London Business School

Tilburg University  
Graduate School of Business, University of Houston, Houston Texas.  
Graduate School of Management, University of California, Irvine.  
Haas School of Business, University of California, Berkeley.  
Tuck School of Business, Dartmouth University.  
Smeal College of Business, Pennsylvania State University.  
Graduate School of Business, University of Washington, Seattle.  
INSEAD, Fontainebleau, France.  
Anderson School of Business, University of California, Los Angeles.  
University of California, Irvine.  
Cornell University, Ithaca, New York.  
Harvard Business School, Cambridge.  
University of Michigan, Ann Arbor.  
Virginia Polytechnic and State University, Blacksburg.  
University of Southern California, Los Angeles.  
University of Toronto, Toronto.  
Southern Methodist University, Dallas, Texas.  
University of Rochester.  
University of Texas, Austin.  
University of Virginia.

## **INVITED PRESENTATIONS AT BUSINESS CONFERENCES**

Presentation to USC Marshall Partners, Fall Meeting, 2010.  
Presentation to USC Marshall Corporate Advisory Board, 2010.  
Presentation to Board of USC Marshall Center for Global Innovation, 2010.  
Presentation to USC Marshall Board of Leaders Spring Meeting, 2010.  
Keynote address, Global Conference on Innovation, Mumbai India, 2010.  
Keynote address, Brazilian Food Marketers Conference, San Paulo 2010.  
Keynote address, MSI-Fudan University Marketing Conference, Shanghai 2010.  
Presentation to USC Orange County Alumni Chapter, 2010.  
Keynote address, Brazilian Retail Conference, San Paulo 2009.  
Presentation to USC Marshall Alumni Reunion Weekend, Los Angeles, April 2009.  
Presentation to USC Marshall Alums, New York, October 2009  
Presentation, Trojan League of LA, November 2008.  
Presentation, at USC Parent's Weekend, October 2008.  
Presentation, USC Marshall Board of Leaders, October 2008.  
Presentation, Marshall Corporate Advisory Board, October 2008.  
Plenary Address, USC-CTM's Interactive Digital Media Workshop, July 2008.  
Presentation on Challenges of Technological Innovation at USC-CTM Conference on Network Digital Media, LA, February, 2008.  
Presentation on Consumer Generated Media and Stock Market Performance," (with TNS Seshadri), at MSI Conference on Innovation, Barcelona, May 2008.  
Presentation, Marketing Executives Networking Group. Los Angeles, June 2007.  
Plenary Address, Measuring Advertising Performance, World Advertising Association, London, UK, 2007.  
Plenary Address, American Accounting Association, Forth Worth, TX, 2007.  
Presentation on Global Innovation, Accenture Annual Conference on Strategy, Orlando, Florida, 2006.  
Address on Most Pressing Research Issues in Innovation, AMA Tech/SIG, St. Petersburg, Florida, 2006.  
Presentation on Innovation, Stockholm School of Economics, Moscow, 2006.  
Presentation on Innovation, Stockholm School of Economics, St. Petersburg, 2006.  
Address at plenary session, European Marketing Association meeting, Athens, Greece 2006.

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Speaker at plenary session on research, PDMA Atlanta 2006  
IIR Conference on Marketing Research Methods, Beverly Hills, 2006  
Keynote address, Global Resources, San Diego, 2006  
Keynote address, PDMA Research Forum, San Diego, CA, 2005.  
MSI Conference on Innovations, Boston, May 2005.  
MSI Trustee Meeting, May 2004,  
Conference on Emerging Technologies, Wharton, Fall 2003.  
MSI Trustees Meeting, Tucson, Fall 2002.  
Keynote Speaker, Conference on Promotion, Institute of International Research, Chicago, January, 2002.  
Keynote Speaker, Conference on Promotion, Institute of International Research, New York, January, 2001.  
Keynote Speaker, Conference on Promotion, Institute of International Research, San Diego, July, 2000.  
Marketing Science Institute's Trustees Meeting, San Francisco, 1999  
Keynote Speaker, Conference on Pricing, Institute of International Research, San Diego, April, 1999.  
Keynote Speaker, Conference on Promotion, Institute of International Research, San Diego, November, 1998.  
Keynote Speaker, Conference on Promotion, Institute of International Research, San Diego, Summer 1998.  
Marketing Science Institute Conference on "Really New Products, Evolving Markets, and Responsive Organizations," Boston, 1997 (with Rajesh Chandy).  
Keynote Speaker, Conference Boards' Marketing Conference, 1996.  
Product Development Conference, Minneapolis, 1995, (with Peter Golder).  
Marketing Science Institute Conference on "Really New Products", Boston 1994.  
Marketing Science Institute Conference, "Novel Findings in Marketing," Atlanta 1993, (with Peter Golder)  
Marketing Science Institute Conference on Brand Equity Conference, Austin, TX. 1990.  
Westin Hotels Worldwide Conference, Costa Mesa, 1990.  
The Marketplace 1989, Point-Of-Sale-Promotion Institute, New York, 1989.  
Conference on Point-Of-Sale-Promotion, San Francisco, 1989.  
Public Relations Society of America, Cedar Rapids, 1989.  
Advertising Research Foundation's Annual Conference, New York, 1988.  
Conference on Pricing, The Pricing Institute, New York, 1987.

## **INVITED SEMINARS FOR BUSINESS CLIENTS**

PwC  
Procter & Gamble  
Whirlpool Corporation  
Nestle  
Kellogg  
Lever Brothers  
Xerox  
Accenture  
TNS  
British Petroleum  
Global Professional Resources  
Bowater Scott  
Cadbury Schweppes  
White Wings  
Nicholas Kiwi  
Clorox

## **CONSULTING & EXPERT WITNESS**

Coca-Cola Co  
SEC  
Hewlett Packard  
Whirlpool Corporation  
Procter & Gamble  
Nestle Food Company  
Lever Brothers  
Trope & Trope  
Futuredontics  
Shook, Hardy & Bacon  
Naked Juice

### **SERVICE FOR PROFESSIONAL ORGANIZATIONS**

Treasurer, Informs Society for Marketing Science, 2007 to present.  
Trustee of Marketing Science Institute, 2004 till 2010.  
Member, Academic Council, American Marketing Association, 2008 to 2011.  
Member of Executive Committee of European Marketing Association, 2005 to 2008.  
NASMEI Executive Committee, 2004 to present.

### **CONFERENCE SERVICE**

Co-Chair of 2009 PDMA Research Forum, Anaheim, California.  
Chair of 2008 PDMA Doctoral Dissertation Competition.  
Co-Chair of 2005, Conference on Innovation, Indian Institute of Technology, Madras, India.  
Co-Chair of 2004, Conference on Emerging Markets, Indian Institute of Management, Kozhikode, India.  
Co-chair of 2004 Marketing Science Conference, Doctoral Consortium, Rotterdam, Netherlands.  
Member, Organization Committee, 2004 Marketing Science Conference, Rotterdam, Netherlands.  
Co-chair of 2003 NASMEI Winter Research Conference, Indian School of Business, Hyderabad, India.  
Co-chair of 2002 NASMEI Winter Research Conference, Indian School of Business, Hyderabad, India.  
Co-chair of 1999 AMA-Sheth Foundation Doctoral Consortium, Los Angeles.  
Chair, Promotion Track, AMA Winter Educators Conference, New Orleans, 1998.  
Chair, Marketing Cluster, TIMS/ORSA National Meeting, Phoenix, October-November 1993.

### **EDITORIAL SERVICE**

Associate Editor: *Marketing Science*, 2010 to present

Associate Editor: *Journal of Marketing Research*, 2006 to present

Guest Associate Editor: *Marketing Science*, 2006 to 2008

Editorial Review Board: *Journal of Marketing Research*, 1994 to 2006.  
*Journal of Marketing*, 1988 to 2010 (except 97 & 98).  
*Marketing Science*, 2000 to present and 1991 to 1994.

Chair, Doctoral Dissertation Competition, PDMA 2008

Ad Hoc Reviewer *Journal of Marketing Research*, 1985 to 1994  
*Journal of Advertising*, 1991 to 1996.  
*Journal of Marketing*, 1984 to 1988.  
*Marketing Science*, 1989 to 1991; 1995 to 1999.

*Management Science*, 1988 to present.  
*Journal of Consumer Research*, 1988 to 2006.  
*Journal of Retailing*, 1988 to 1994.  
*Strategic Management Journal*, 1987.  
*Journal of Academy of Marketing Science*, 1989-1995.

Judge                      Doctoral Dissertation Competition of the American Marketing Association  
2000, 1998, 1995, 1994, 1993, 1992, 1988.

Reviewer, American Marketing Association Educators' Conference:  
Best Paper Awards, 1992  
Methodology Track, 1987, 1992, 1990.  
Marketing Strategy Track 1994, 1992, 1987.  
Education Track, 1988.  
Winter Conference, 1992.

## HONORS

Faculty Fellow, AMA Doctoral Consortium  
Texas Christian University, 2010  
Georgia State University, 2009  
Arizona State University, 2007  
University of Maryland, 2006  
University of Connecticut, 2005  
Texas A&M, 2004  
University of Minnesota 2003  
Emory University, 2002  
University of Western Ontario, 2000  
University of Southern California, 1999.  
University of Georgia, 1998.  
University of Illinois, 1993.  
University of Southern California, 1992.  
Harvard University, 1990.  
Faculty Fellow, Marketing Science Doctoral Consortium  
Rotterdam 2004  
Singapore 2007  
Beta Gamma Sigma, University of Michigan, 1984  
Fellow, AMA Doctoral Consortium, 1982.

## ADVISOR FOR PhD AND POST-DOCTORAL INTERNATIONAL FELLOWS

Lisa Scholer, University of Frankfurt, Germany  
Sourindra Bannerjee, Cambridge University, UK  
Carlos Hernandez, Erasmus University, Rotterdam, Netherlands.  
Nukhet Harmancioglu, Koc University, Istanbul, Turkey.  
Stav Rosenzweig, Hebrew University, Israel  
Martin Spann, University of Frankfurt, Germany,  
Delane Botelho, University of San Paulo, Brazil  
Stefan Stremersch, Tilberg University, Netherlands  
Joep Arts, University of Amsterdam, Netherlands  
Andreas Eisingerich, Cambridge University, Cambridge, UK

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Gaia Rubera, University of Milan, Milan, Italy.

### **CHAIR OF DISSERTATION COMMITTEE**

Abhisekh Borach, expected graduation May 2012.  
Seshadri Tirunillai, graduated, June 2011, first placed, University of Houston.  
Joep Arts (with Ruud Frambach), expected graduated, May 2008.  
Deepa Chandrasekaran, May 2007, first placed, Lehigh University.  
Ashish Sood, graduated, June 2005, first placed, Emory University.  
Yongchuan Bao, graduated, Summer, 2004, first placed Cal State Fullerton.  
Stefan Stremersch, defended cum laude, 2001, first placed, Erasmus University, Rotterdam.  
Joseph Johnson, graduated Spring 2001, first placed in University of Miami.  
Yiding Yin, graduated Spring 2001, first placed in Cambridge University.  
Elise Prosser, graduated Fall 1999, first placed in San Diego State University.  
Rajesh Chandy, graduated 1996, first placed at University of Houston.  
Peter Golder, graduated 1994, first placed at New York University.  
Avu Sankaralingam, graduated 1993, first placed at Information Resources Inc..  
S. Hariharan, graduated 1992, first placed at University of Wisconsin, Madison.  
K. Rajendran, graduated 1989, first placed at University of Northern Iowa.

### **EXTERNAL GRANTS BASED ON REFEREED PROPOSALS**

Marketing Science Institute Grant for research on offline advertising and online chatter, 2011.  
Marketing Science Institute Grant for research on online consumer generated content, 2008.  
Marketing Science Institute Grant for research on total returns to innovation, 2007.  
Marketing Science Institute Grant for research on multinational innovation, 2006.  
ISBM Grant for research on multinational innovation, 2006.  
Northwestern University Technology center, Grant for research on multinational innovation, 2006.  
Marketing Science Institute Grant for research on network effects, 2005.  
Marketing Science Institute Grant for research on global diffusion, 2004.  
AT Kearney funding for Study on Global Innovation.  
Department of Education Grant through USC CIBEAR for research on global innovativeness, 2003.  
Marketing Science Institute Grant for research on the technology evolution, 2003  
Marketing Science Institute Grant for research on the international takeoff, 2002  
Marketing Science Institute Grant for research on the network effects, 2001.  
Department of Education Grant through USC CIBEAR for research on takeoff of durables in Europe, 1999.  
Marketing Science Institute Grant for research on the leader's curse, 1998.  
Marketing Science Institute Grant for research on advertising effectiveness, 1998.  
Marketing Science Institute Grant for research on organizing for radical product innovation, 1996.  
Department of Education Grant through USC CIBEAR for research on patterns of international entry, 1994.  
Department of Education Grant through USC CIBEAR for study tour of East Asia 1995.  
Marketing Science Institute Research Grant for research on pioneers, 1992.  
Marketing Science Institute Research Grant for advertising research, 1987.  
Marketing Science Institute Research Grant for advertising research, 1986.

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## COMMUNITY SERVICE

Member of School Improvement Council, Mesa Robles School, Hacienda Heights, 1994-91.  
American Youth Soccer Association: Tournament Director 1998 to 2002.  
Director of Referees Training 2000-2001.  
Member of Governing Board, Hacienda Heights, 1994 to 2002.  
Director of Boys Coaches 1995 to 2000.  
Director of Coaches Training 1994 to 1996.  
Coached over 20 teams.  
Coached five Hacienda Heights All Star Team.

## UNIVERSITY SERVICE AT SOUTHERN CALIFORNIA

Marshall School Chairs Evaluation Committee 2005 to present.  
Marshall School Annual Performance Evaluation Committee, 2007, 2008.  
Chair, Marshall School Tenure and Promotion Committee, 2003-2005.  
School Tenure and Promotion Committee, 2002-2005, 1994-95.  
Research Committee, 2003, 2003, 2001-1999.  
Member of Search Committee, Greif Entrepreneurship Center 2002 to 2005.  
Coordinator of Marketing Research Camp, 2001, 1999, 1998.  
Coordinator of Brown Bag series, 1996-1999.  
Information Resources Committee, 1997.  
Coordinator of Marketing Doctoral Program, 1989-1995.  
Chair of Promotion and Evaluation Group of:  
Steve Currall  
John Zhang  
Bob Fisher  
C. W. Park  
Bernie Jaworski  
Member of Personnel Evaluation Group of 1993, 1995  
Member of Tappan Chair Search Committee 1993, 1991.  
Member of Annual Performance Review committee 2000, 1990.  
Member of Faculty Senate, 1992-3.  
Faculty recruiting 1989, 1990, 1992, 1993, 1994, 1997

## TEACHING EXPERIENCE

Doctoral Education:  
Seminar in Philosophy of Marketing Science, 2000, 1999, 1997, 1995, 1993, 1991.  
Seminar on Marketing Models, 2007, 2005, 2004, 2002, 2000, 1998, 1996, 1994, 1992, 1990.  
Seminar on Competitive Analysis & Strategy, 1987, 1985.

MBA Program:  
Marketing of Radical Innovation, 2010, 2008, 2007, 2006.  
Core class on Management of Radical Innovation, 2006.  
Advertising & Promotion Strategy, 2010, 2008, and 1992 to 2005.  
Marketing Management (Core), 1991, 1990, 1987.  
Marketing Strategy (Capstone), 1987, 1986.  
Marketing Research Methods, 1985, 1984.  
Marketing Strategy, 1985, 1989.  
Strategic Marketing Planning, 1984.

Executive and Off-Campus MBA Education:

Advertising & Promotion, Samsung & Cheil Executives, Spring, Summer & Fall 1997, 1996, 1995.  
Marketing Management, Executives, 1988, 1987.

BBA Program:

Marketing Research, 1985, 1983.  
Marketing Strategy (Capstone) 1989, 1988, 1985, 1984.  
Marketing Management, 1980-1983.

**PROFESSIONAL AFFILIATIONS**

American Academy of Advertising  
American Marketing Association  
Association for Consumer Research  
European Marketing Association  
INFORMS Society for Marketing Science  
Product Development and Management Association

**PERSONAL**

Married to Cherylanne Tellis  
Four children  
Citizen of the US