

RAJDEEP GREWAL

Department of Marketing	Office (814) 863-0728
Smeal College of Business Administration	Home (814) 231-7781
Pennsylvania State University	Fax (814) 865-3015
07 Business Bldg.	Email rug2@psu.edu
University Park, PA, 16803	

ACADEMIC POSITIONS

July 2008 – present	Visiting Professor of Marketing Wharton School University of Pennsylvania, Philadelphia, PA 19104.
July 2007 – present	Professor of Marketing Smeal College of Business Administration Pennsylvania State University, University Park, PA 16802.
July 2005 – present	Dean's Faculty Fellow Smeal College of Business Administration Pennsylvania State University, University Park, PA 16802.
July 2005 – June 2007	Associate Professor of Marketing Smeal College of Business Administration Pennsylvania State University, University Park, PA 16802.
July 2001 – June 2005	Assistant Professor of Marketing Smeal College of Business Administration Pennsylvania State University, University Park, PA 16802.
August 1998 – June 2001	Assistant Professor of Marketing, Washington State University, Pullman, WA 99164-4730.

ADMINISTRATIVE POSITIONS

July 2005 – present	Associate Research Director – ISBM (www.isbm.org) Institute for the Study of Business Markets (ISBM) The Smeal College of Business Administration The Pennsylvania State University, University Park, PA 16802.
---------------------	--

INDUSTRY POSITIONS

1990 – 1992	Sales Executive (CAD/CAM), Pertech Computers Limited, New Delhi India
-------------	--

EDUCATIONAL BACKGROUND

1998	Ph.D. in Marketing, Minor: Econometrics University of Cincinnati, Cincinnati, OH, 45221-0145, USA.
------	---

- 1997 Master of Science in Business Administration,
Major: Quantitative Analysis - Statistics,
University of Cincinnati, Cincinnati, OH, 45221-0145, USA.
- 1994 Post Graduate Diploma in Management (PGDM),
Equivalent to Masters in Business Administration (MBA),
Indian Institute of Management, Lucknow, India.
- 1990 B.Tech., Textile Technology,
Indian Institute of Technology, Delhi, India.

RESEARCH INTERESTS

Econometric examination and empirical modeling of issues relating to strategic marketing, business markets, and interfirm relationships.

RESEARCH

Refereed Publications - Published and Forthcoming

- Cites as of February 2009 Social Science Citation Index (SSCI): **365**
- H-index as of February 2009 SSCI: **9**

Grewal, Rajdeep, Murali Chandrashekar, and Alka V. Citrin, "Customer Satisfaction Heterogeneity and Shareholder Value," *Journal of Marketing Research*, Forthcoming.

DeSarbo, Wayne S., **Rajdeep Grewal**, and Rui Wang, (2009), "Dynamic Strategic Groups: Spatial Evolutionary Paths," *Strategic Management Journal*, Forthcoming.

Chandrashekar, Murali, **Rajdeep Grewal**, and Raj Mehta, "Estimating Contagion on the Internet: Evidence from the Diffusion of Digital/Information Products," *Journal of Interactive Marketing*, Forthcoming.

Lilien, Gary L., **Rajdeep Grewal**, Doug Bowman, Min Ding, Abbie Griffin, V. Kumar, Das Narayandas, Renana Peres, and Raji Srinivasan (2009) "Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda," *Marketing Letters*, Forthcoming.

Grewal, Rajdeep, Murali Chandrashekar, and F. Robert Dwyer (2008), "Navigating Local Environments with Global Strategies: A Contingency Model of Multinational Subsidiary Performance," *Marketing Science*, 27 (5), 886-902.

Grewal, Rajdeep, Anindita Chakravarty, Min Ding, and John Liechty (2008), "Counting Chickens before the Eggs Hatch: On the Valuation of New Product Development Portfolios in the Pharmaceutical Sector," *International Journal of Research in Marketing*, 25 (4), 261-272 – Special Issue: Marketing and Health.

DeSarbo, Wayne S., **Rajdeep Grewal**, Heungsun Hwang, and Qiong Wang (2008), "The Simultaneous Identification of Strategic/Performance Groups and Underlying Dimensions for Assessing an Industry's Competitive Structure," *Journal of Modeling in Management*, 3 (3), 220-248.

- Lee, Ruby P., Jean L. Johnson, and **Rajdeep Grewal** (2008) "Understanding the Antecedents of Collateral Learning in New Product Alliances," *International Journal of Research in Marketing*, 25 (3), 192-200.
- Grewal, Rajdeep**, James A. Dearden, and Gary L. Lilien (2008), "The University Ranking Game: Modeling the Competition among Universities for Ranking," *American Statistician*, 62 (3), 232-237.
- DeSarbo, Wayne S., **Rajdeep Grewal**, and Crystal Scott (2008), "A Clusterwise Bilinear Multidimensional Scaling Methodology for Simultaneous Segmentation and Positioning Analyses," *Journal of Marketing Research*, 45 (3), 280-292.
- DeSarbo, Wayne S. and **Rajdeep Grewal** (2008), "Hybrid Strategic Groups," *Strategic Management Journal*, 29 (3) 293-317.
- Grewal, Rajdeep**, Jean L. Johnson, and Suprateek Sarker (2007), "Crises in Business Markets: Implications for Interfirm Linkages," *Journal of the Academy of Marketing Science*, 35 (3) 398-416.
- Grewal, Rajdeep** and Rebecca Slotegraaf (2007), "Embeddedness of Organizational Capabilities," *Decision Sciences*, 38 (3), 451-488.
- DeSarbo, Wayne S. and **Rajdeep Grewal** (2007), "An Alternative Efficient Representation of Demand Based Competitive Asymmetry," *Strategic Management Journal*, 28 (7), 755-766.
- Srinivasan, Raji, Pamela Haunschild, and **Rajdeep Grewal** (2007), "Vicarious Learning in New Product Introductions in the Early Years of a Converging Market," *Management Science*, 53 (1), 16-28.
- Chandrashekar, Murali, Kristin Rotte, Stephan S. Tax and **Rajdeep Grewal** (2007), "Satisfaction Strength and Customer Loyalty," *Journal of Marketing Research*, 44 (1), 153-162.
- Grewal, Rajdeep**, Gary L. Lilien, and Girish Mallapragada (2006), "Location, Location, Location: How Network Embeddedness Affects Project Success in Open Source Systems," *Management Science*, (Special Issue on "Open Source Systems"), 52 (7), 1043-1056.
- Rotte, Kristin, Murali Chandrashekar, Steven S. Tax, and **Rajdeep Grewal** (2006), "Forgiven but not Forgotten: Covert Uncertainty in Overt Responses and the Paradox of Defection-Despite-Trust," *Journal of Consumer Psychology*, 16 (3), 283-294.
- DeSarbo, Wayne, **Rajdeep Grewal**, and Jerry Wind (2006), "Who Competes with Whom? A Demand-Based Perspective for Identifying and Representing Asymmetric Competition," *Strategic Management Journal*, 27 (2), 101-129.*
- * Lead Article.
- Graen, George, Ravi Dharwadkar, **Rajdeep Grewal**, and Mitsuru Wakabayashi (2006), "Japanese Career Progress: An Empirical Examination," *Journal of International Business Studies*, 37 (1), 148-161.
- Ding, Min, **Rajdeep Grewal**, and John Liechty (2005), "Incentive-Aligned Conjoint Analysis," *Journal of Marketing Research*, 42 (February), 67-82.*
- * Finalist 2006 Paul E. Green Award for Best Article in the Year 2005 in JMR (also mentioned in awards).
- Grewal, Rajdeep**, Joseph A. Cote, and Hans Baumgartner (2004), "Multicollinearity and Measurement

Error in Structural Equation Models: Implications for Theory Testing,” *Marketing Science*, 23 (4), 519-529.*

* SSCI Cites – 20.

Lee, Ruby P. and **Rajdeep Grewal** (2004), “Strategic Responses to New Technologies and Their Impact on Firm Performance,” *Journal of Marketing*, 68 (October) 157-171 – Special Section: Linking Marketing to Financial Performance and Firm Value.*

* Honorable Mention in the MSI/JM (Marketing Science Institute/Journal of Marketing) competition “Linking Marketing to Financial Performance and Firm Value” (also mentioned in awards).

* SSCI Cites – 13.

Johnson, Jean L., Ravi Sohi, and **Rajdeep Grewal** (2004), “The Role of Relational Knowledge Stores in Interfirm Partnerships,” *Journal of Marketing* 68 (July), 21-36.

* SSCI Cites – 23.

Grewal, Rajdeep, Raj Mehta, and Frank R. Kardes (2004), “The Timing of Repeat Purchase of Consumer Durable Goods: The Role of Functional Basis of Consumer Attitudes,” *Journal of Marketing Research* 41 (February), 101-115.

Grewal, Rajdeep, Thomas W. Cline, and Anthony Davies (2003), “Early-Entrant Advantage, Word-of-Mouth Communication, Brand Similarity, and the Consumer Decision-Making Process,” *Journal of Consumer Psychology*, 13 (3), 187-197.*

* Lead Article.

* Winner of 2003 JCP Young Contributor Award (also mentioned in awards).

Grewal, Rajdeep and Ravi Dharwadkar (2002), “The Role of the Institutional Environment in Marketing Channels,” *Journal of Marketing*, 66 (July), 82-97. *

* SSCI Cites – 37.

Chatterjee, Debabroto, **Rajdeep Grewal**, and V. Sambamurthy (2002), “Shaping Up for E-business: Institutional Enablers of the Organizational Assimilation of Web Technologies,” *MIS Quarterly*, 26 (June), 65-89.*

* Lead Article.

* SSCI Cites – 77.

Grewal, Rajdeep, James M. Comer, and Raj Mehta (2001), “An Investigation into the Antecedents of Organizational Participation in Business-to-Business Electronic Markets,” *Journal of Marketing*, 65 (July), 17-33.*

* SSCI Cites – 57.

Grewal, Rajdeep and Patriya Tansuhaj (2001), “Building Organizational Capabilities for Managing Economic Crisis: The Role of Market Orientation and Strategic Flexibility,” *Journal of Marketing*, 65 (April), 67-80.*

* SSCI Cites – 64.

Grewal, Rajdeep, Jeffrey A. Mills, Raj Mehta, and Sudesh Mujumdar (2001), “Using Cointegration Analysis for Modeling Marketing Interactions in Dynamic Environments: Methodological Issues and an Empirical Illustration,” *Journal of Business Research*, 51 (February), 127-144.

Houghton, David and **Rajdeep Grewal** (2000), “Let’s Get an Answer - Any Answer: Need for Consumer

Cognitive Closure,” *Psychology and Marketing*, 17 (November), 911-934.*

* Lead Article.

Grewal, Rajdeep, Raj Mehta, and Frank R. Kardes (2000), “The Role of the Social-Identity Function of Attitudes in Consumer Innovativeness and Opinion Leadership,” *Journal of Economic Psychology*, 21 (June), 233-252.

Chandrashekar, Murali, Raj Mehta, Rajesh Chandrashekar, and **Rajdeep Grewal** (1999), “Market Motives, Distinctive Capabilities, and Domestic Inertia: A Hybrid Model of Innovation Generation,” *Journal of Marketing Research* 36 (February), 95-112. *

* The New York Times (March 16, 1998) carried an abstract for this paper.

* SSCI Cites – 12.

Grewal, Rajdeep, James M. Comer, and Raj Mehta (1999), “Does Trust Determine Satisfaction in Marketing Channel Relationships? The Moderating Role of Exchange Partner’s Price Competitiveness,” *Journal of Business-to-Business Marketing*, 6 (1) 1-18.*

* Lead Article.

Sivadas, Eugene, **Rajdeep Grewal**, and James Kellaris (1998), “The Internet as a Micro Marketing Tool: Targeting Consumers through Preferences Revealed in Music Newsgroup Usage,” *Journal of Business Research*, 41 (March), 179-186. Special Issue: Conducting Business in the New Electronic Environment: Prospects and Problems.*

* Lead Article

Mehta, Raj, **Rajdeep Grewal**, and Eugene Sivadas (1996), “International Direct Marketing on the Internet: Do Internet Users Form a Global Segment?” *Journal of Direct Marketing*, 10 (1), 45-58. Special Issue: International Direct Marketing.

Book Chapters

Chandrashekar, Murali, Kristin Rotte, and **Rajdeep Grewal** (2005), “Knowledge in Error: Decoding Consumer Judgment with the JUMP Model,” in **Applying Social Cognition to Consumer-Focused Strategy**, eds. Frank R. Kardes, Paul M. Herr, and Jacques Nantel, 97-134.

George Graen, Chun Hui, Ravi Dharwadkar, **Rajdeep Grewal**, and Mitsuru Wakabayashi (1997), “Predicting Speed of Managerial Advancement Over 23 Years Using Parametric Duration Analysis: A Test of Early Leader-Member Exchange, Early Job Performance, Early Career Success, and University Prestige,” *10th Annual Meeting of the Association of Japanese Business Studies, Best Papers Proceedings*, 75-89.

Invited Presentations

Pennsylvania State University, University Park, PA, Spring, 2001.

University of Illinois, Urbana Champaign, IL, Spring, 2001.

Marketing Science Institute’s Young Scholars Program, March 20-23, 2003, Park City Utah.

Duke University, Durham, NC, Spring, 2003.

University of Georgia, Athens, GA, Fall, 2004.

Research Camp, University of Texas, Austin, TX, Spring 2004.

Texas A&M University, College Station, TX, Spring 2005.

University of Maryland, College Park, MD, Spring 2005.

University of Cincinnati, Cincinnati, OH, Spring 2006.

University of Washington, Seattle, WA, Fall 2006.

University of Houston, Houston, TX, Spring 2007.

Research Camp, University of Arizona, Fall 2007.

Research Camp, Tilburg University, Tilburg, Netherlands, Fall 2007.

Emory University, Atlanta, GA, Spring 2008.

Indiana University, Bloomington, IN, Summer 2008

Wharton School, University of Pennsylvania, PA, Fall 2008

University of South Carolina, SC, Spring 2009

University of Texas at Austin, TX, Spring 2009

Special Sessions

Grewal, Rajdeep (Chair) “Strategic Marketing Issues in Technology Intensive Markets,” AMA Educators’ Conference, Winter 2007, Participants: Girish Mallapragada, Raji Srinivasan, and Rui Wang.

Grewal, Rajdeep (Chair) “Unobserved Heterogeneity and Data Aggregation in Marketing Management Research: Issues, Approaches, and Illustrations,” AMA Educators’ Conference, Winter 2006, Participants: Murali Chandrashekar, Pamela Haunschild, Susan Kleiser, Girish Mallapragada, Kristin Rotte, and Raji Srinivasan.

Srinivasan, Raji and **Rajdeep Grewal** (2004), “Learning By Doing In New Product Introductions In Converging Markets,” Chair – Aliana Sorescu. AMA Educators’ Conference, Winter 2004.

Slotegraaf, Rebecca and **Rajdeep Grewal** (2003), “The Embeddedness of Organizational Capabilities,” in Special Session entitled “Complexities in Marketing Capabilities,” Chair – Rebecca Slotegraaf. AMA Educators’ Conference, Summer 2003.

Saini, Amit, Jean L. Johnson, and **Rajdeep Grewal** (2003), “Leveraging Implementation Capabilities in E-Business Ventures,” in Special Session entitled “Building and Developing Dynamic Marketing Capabilities,” Chairs – Jean Johnson and Douglas W. Vorhies. AMA Educators’ Conference, Summer 2003.

Johnson, Jean L., Ravipreet S. Sohi, and **Rajdeep Grewal** (2003), “The Role of Relational Knowledge

Stores in Interfirm Relationship Management,” in Special Session entitled “Building and Developing Dynamic Marketing Capabilities,” Chairs – Jean Johnson and Douglas W. Vorhies. AMA Educators’ Conference, Summer 2003.

Grewal, Rajdeep, Murali Chandrashekar, and Jean L. Johnson (2003), “Heterogeneity in the Effect of Market Orientation on Firm Outcomes: Latent Class Analysis,” in Special Session entitled “The Changing Nature of Marketing Strategy,” Chair – Raji Srinivasan. (Presenter) AMA Educators’ Conference, Winter 2003.

Co-chair (with Jean Johnson), “The Role of Dynamic Capabilities in Strategic Marketing,” AMA Educators’ Conference, Winter 2002, Participants: Peter Dickson, K. Kyriakopoulos, Christine Moorman, and Rebecca Slotegraaf, 297-299.

Conference Proceedings/Abstracts

Chakravarthy, Anindita and **Rajdeep Grewal** (2009), “How Does Marketing Listen to Stock Markets: Implications of using Stock Market Movements to Guide Strategic Investments,” Marketing Science Conference, Vancouver, University of Michigan, June 2009.

Hada, Mahima, **Rajdeep Grewal**, and Murali Chandrashekar (2009), “Multivariate Probit Model to Examine Synergies within a Firm’s Channel Portfolio,” Marketing Science Conference, Vancouver, University of Michigan, June 2009.

Chakravarthy, Anindita and **Rajdeep Grewal** (2009), “How Does Marketing Listen to Stock Markets: Performance Implications of using Stock Market Movements to Guide Strategic Investments,” AMA Winter Educators’ Conference, Winter 2009.

Hada, Mahima, **Rajdeep Grewal**, and Murali Chandrashekar (2009), “Managing Channel Outcomes in Foreign Markets: The Case of Multinational Corporations,” AMA Winter Educators’ Conference, Winter 2009.

Sabnis, Gaurav, Sharmila Chatterjee, **Rajdeep Grewal**, and Gary L. Lilien (2009), “Why Salespeople Do Not Follow-up on Leads: An Agency Theory Perspective,” AMA Winter Educators’ Conference, Winter 2009.

Songting, Dong, Min Ding, **Rajdeep Grewal**, and Ping Zhou (2008), “The Effect of Category and Customer Characteristics on Satisfaction-Loyalty Relationship,” Marketing Science Conference, Vancouver, University of British Columbia, June.

Wang, Rui and **Rajdeep Grewal** (2008), “Wall Street Reaction to Top Marketing Executive Succession: An Event Study Perspective,” Marketing Science Conference, Vancouver, University of British Columbia, June.

Mallapragada, Girish and **Rajdeep Grewal** (2008), “Channel Control Efficacy in Foreign Markets: The Role of MNC Global Strategy and Country Environment,” Marketing Science Conference, Vancouver, University of British Columbia, June.

Puligadda, Sanjay, **Rajdeep Grewal**, Arvind Rangaswamy, and Frank R. Kardes (2006), “Universally and Variably Evaluated Attributes: A Study of Consumer Evaluation of Mass Customization,” Marketing Science Conference, Pittsburgh, University of Pittsburgh, June.

- Wang, Rui, **Rajdeep Grewal**, and John Liechty (2006), "Market Orientation and Firm Performance: The Moderating Role of Dynamism and Strategy Type," Marketing Science Conference, Pittsburgh, University of Pittsburgh, June.
- Mallapragada, Girish, **Rajdeep Grewal**, and Gary L. Lilien (2006), "Born to Win: Network Structure at Founding and Open Source Project Survival," Marketing Science Conference, Pittsburgh, University of Pittsburgh, June.
- Grewal, Rajdeep**, and Raji Srinivasan (2006), "Marketing Actions and Firm Growth: Insights from Growth Models for Multi-Outlet Retailers," Marketing Science Conference, Pittsburgh, University of Pittsburgh, June.
- Rangaswamy, Arvind, **Rajdeep Grewal**, and Sanjay Rao (2005), "Determinants of Customer Satisfaction with the Mass Customization Experience," Informs Annual Meeting, San Francisco, PA
- Lee, Ruby, Jean L. Johnson, and **Rajdeep Grewal** (2005), "Managing Multiple Facets of Risk through Governance Mechanisms; The Case of New Product Alliances," AMA Summer Educators' Conference, Summer 2005.
- Grewal, Rajdeep, Gary L. Lilien, and Girish Mallapragada (2005), "Location, Location, Location: How Structural Embeddedness Affects Project Success in Open Source Systems," Marketing Science Conference, Atlanta, Emory University, June.
- Srinivasan, Raji, **Rajdeep Grewal**, and Pamela Haunschild (2004), "Who Do Firms Learn From? Vicarious Learning In New Product Introductions In Converging Markets," Wharton Technology Management Mini-conference.
- Lee, Ruby P., Jean L. Johnson, **Rajdeep Grewal** (2004), "The Determinants of Joint Absorptive Capacity – The Case of New Product Alliances in High-Tech Industries," AMA Winter Educators' Conference, Winter 2004.
- Johnson, Jean L., and **Rajdeep Grewal** (2003), "Combined and Complementary Effects of Strategic Orientation Dimensions on Firm Performance in High Tech Industries," AMA Educators' Conference, Summer 2003.
- Lee, P. Ruby and **Rajdeep Grewal** (2002), "Strategic Response to the Advent of the Internet and the Market Valuation of the Firm: The Case of Click-and-Mortar Retailers," Marketing Science Institute/Journal of Marketing conference entitled "Linking Marketing to Financial Performance and Firm Value." (Presenter).
- Khan, Raihan, Ravi Dharwadkar, Pamela Brandes, and **Rajdeep Grewal** "Institutional Ownership and CEO Compensation: Implications of Concentration, Number, and Types of Owners," Academy of Management Meeting, 2002.
- DeSarbo, Wayne S., **Rajdeep Grewal**, and Jerry Wind (2002), "The Spatial Representation and Identification of Asymmetric Competition," Marketing Science Conference, June, 121-122.
- Citrin, Alka V., Ruby Lee, **Rajdeep Grewal**, and Jim McCullough (2002), "The Moderating Role of Strategic Flexibility in the Relationship Between Market Information Use and New Product Performance," AMA Educators' Conference, Summer, 412-413.

- Lee, P. Ruby and **Rajdeep Grewal** (2002), "A Study of the Role of the Regulatory Environment on the Emergence of Retail Organizational Forms in China," AMA Educators' Conference, Winter, 23-25.
- Saini, Amit, Jean L. Johnson, and **Rajdeep Grewal** (2002), "Performance in E-Commerce: The Role of Responsive and Proactive Market Orientations," AMA Educators' Conference, Winter, 387-389.
- Sarker, Saonee, **Rajdeep Grewal**, and Suprateek Sarker, (2002) "Emergence of Leaders in Virtual Teams: What Matters?" Proceedings of the Hawaii International Conference on System Sciences (HICSS-35), Big Island, Hawaii, Jan 7-10.
- Rajdeep Grewal**, Murali Chandrashekar, and F. Robert Dwyer (2000), "An Investigation into Multinational Subsidiary Performance," Marketing Science Conference: Marketing Science Conference, June, SA-C7. (Presenter).
- Anthony Davies, Thomas W. Cline, and **Rajdeep Grewal** (2000), "Complex Product Market Characteristics and their Impact on the Consumer Choice Process: A General Framework for Modeling Consumer Choice," AMA Educators' Conference, Winter, Consumer Behavior Track.
- Grewal, Rajdeep**, Jeffrey A. Mills, Raj Mehta, and Sudesh Mujumdar (1999), "Methodological Issues in Using Cointegration Analysis and Vector Error Correction Models for Modeling Marketing Interactions in Dynamic Markets," Marketing Science Conference: Marketing Science Conference, May, SA-D9. (Presenter).
- Raj Mehta, **Rajdeep Grewal**, and James M. Comer (1998), "Does Trust Determine Satisfaction in Buyer-Seller Relationships? The Moderating Role of Exchange Partner's Price Competitiveness," Marketing Science Conference, INSEAD, France.
- Murali Chandrashekar, Raj Mehta, **Rajdeep Grewal**, and Rajesh Chandrashekar (1998), "Market Motives, Distinctive Capabilities, and Domestic Inertia: A Hybrid Process Model of Innovation Generation," Marketing Science Conference, INSEAD, France.
- George Graen, Chun Hui, Ravi Dharwadkar, **Rajdeep Grewal**, and Mitsuru Wakabayashi (1997), "Predicting Speed of Managerial Advancement Over 23 Years Using Parametric Duration Analysis: A Test of Early Leader-Member Exchange, Early Job Performance, Early Career Success, and University Prestige," 10th Annual Meeting of the Association of Japanese Business Studies.
- Grewal, Rajdeep**, Jeffrey A. Mills, Raj Mehta, and Sudesh Mujumdar (1997), "A Framework to Investigate the Impact of Advertising, Economic Environment, and Political-Legal Environment on Sales," Marketing Science Conference: Marketing Science and Technology Conference, March, 36.
- Sivadas, Eugene, James Kellaris, and **Rajdeep Grewal** (1995), "One-to-One Marketing: The Internet as a Segmentation Tool," *COTIM 95*, eds. Ruby Roy Dholakia, November, 250-257.

RECENT TEACHING EVALUATIONS

Semester	Course Number	Course Name	% of students who rated the instructor	Overall Quality of Instructor (Range from 1 to 7, with 7 being excellent and 1 poor)
Spring 2008	MKTG 571	MBA: Marketing Strategy	75%	5.56
Spring 2008	MKTG 450W	Marketing Management Policies and Programs	97%	6.45
Spring 2008	MKTG 450W	Marketing Management Policies and Programs	70%	6.68
Spring 2007	MKTG 450W	Marketing Management Policies and Programs	74%	6.09
Spring 2007	MKTG 450W	Marketing Management Policies and Programs	91%	6.31
Spring 2007	MKTG 450W	Marketing Management Policies and Programs	84%	6.44
Fall 2005	MKTG 597B	Ph.D. Seminar in Marketing Management	100%	6.50
Fall 2005	MKTG 450W	Marketing Management Policies and Programs	73%	5.69
Fall 2005	MKTG 450W	Marketing Management Policies and Programs	85%	5.82
Fall 2004	MKTG 450W	Marketing Management Policies and Programs	75%	6.50
Fall 2004	MKTG 450W	Marketing Management Policies and Programs	81%	6.27
Fall 2004	MKTG 450W	Marketing Management Policies and Programs	93%	6.24

TEACHING EXPERIENCE

Undergraduate Courses (University of Cincinnati: 1995-1998): Business-to-Business Marketing, Advertising, Marketing Research, Internet Marketing, Global Business Environment, Retail Decision Making.

Undergraduate Courses (Washington State University: 1998-2001): Retail Management, Sales Management, Internet Marketing.

Undergraduate Courses (Pennsylvania State University: 2001-Present): Marketing Research, Marketing Management.

Graduate Courses (Washington State University: 1998-2001): Ph.D. Seminar in Research Methods and Marketing Models.

Graduate Courses (Pennsylvania State University: 2001-Present): Ph.D. Seminar in Marketing Management; MBA Course: Gathering and Using Information for Marketing Decisions (Marketing Research), MBA Course: Marketing Strategy.

HONORS AND AWARDS

Marketing Strategy Special Interest Group Early Career Award 2007.

Finalist 2006 Paul E. Green Award for Best Article in the Year 2005 in the Journal of Marketing Research.

Lee, Ruby, Jean L. Johnson, and **Rajdeep Grewal** (2005), "Managing Multiple Facets of Risk through Governance Mechanisms; The Case of New Product Alliances," AMA Summer Educators' Conference, **Winner Best Paper** in "**Business-to-Business Marketing and Interorganizational Relationships**" Track.

Invited to attend the **Marketing Science Institute's Research Generation Workshop** where he participated in the "**Market Orientation/Role of Marketing**" Steering Group to layout the research agenda in this domain. Workshop held at Emory University in May 13-14, 2004.

Winner of the **2003 Journal of Consumer Psychology Young Contributor Award** for coauthored (with Thomas W. Cline and Anthony Davies) article entitled "Early-Entrant Advantage, Word-of-Mouth Communication, Brand Similarity, and the Consumer Decision-Making Process." The award is given to best first-author publication in JCP by a person whose paper has been accepted within 3 years of receiving his/her Ph.D.

Invited to Participate in the **Marketing Science Institute's Young Scholars Program**. Selection based on three criteria (1) Received Ph.D. 1995 or later, (2) Number of publications in JMR, JM, JCR and Marketing Science 1997 - Fall 2002, and (3) potential managerial interest in the scholar's research. 1 of 20 marketing academics selected in a worldwide selection.

Honorable Mention Award in the prestigious MSI/JM (Marketing Science Institute/Journal of Marketing) competition "**Linking Marketing to Financial Performance and Firm Value**" for his coauthored paper (with P. Ruby Lee) entitled "*Strategic Response to the Advent of the Internet and the Market Valuation of the Firm: The Case of Click-and-Mortar Retailers.*" Of 110 submissions there were 3 winners and 4 honorable mentions.

Graduate Faculty, The Pennsylvania State University (2002) -- Appointed to membership on the Graduate Faculty of The Pennsylvania State University.

Competitive Grant from the Office of Research Grant-in-Aid Washington State University (2000) - New Faculty Seed Grant (\$7,935).

Graduate Faculty, Washington State University (1999) – Nominated and elected to the Graduate Faculty of the Department of Marketing, Washington State University.

Graduate Student Summer Research Fellowship (1998) A Competitive Fellowship Awarded by the Office of Vice President for Research and University Dean of Advanced Studies, University of Cincinnati.

Dissertation Proposal Competitive Award from **Procter & Gamble Market Innovation Research Fund**, 1997-98.

American Marketing Association, Marketing Doctoral Consortium Fellow, 1997.

George Graen, Chun Hui, Ravi Dharwadkar, **Rajdeep Grewal**, and Mitsuru Wakabayashi (1997), “Predicting Speed of Managerial Advancement Over 23 Years Using Parametric Duration Analysis: A Test of Early Leader-Member Exchange, Early Job Performance, Early Career Success, and University Prestige,” 10th Annual Meeting of the Association of Japanese Business Studies, **Best Ten Papers**.

Discussant, Haring Doctoral Symposium, Indiana University, April 1997.

GRANTS

Received a Grant from the **National Science Foundation (NSF)** (with Alka Citrin - 2006) research proposal entitled “Change Management and Organizational Innovation Perspectives on Business Process Offshoring,” funding from an interdisciplinary research program of (1) Innovation and Change, (2) Sociology and (3) Law and Social Sciences (\$ 58,770).

Received a Grant of \$8,800.00 for a co-authored (with Anindita Chakravarty, Suprateek Sarkar, and V. Sambamurthy - 2006) research proposal entitled “An Investigation of the Impact of Business Process Offshoring on Shareholder Value,” from the **Institute for the Study of Business Markets**, Pennsylvania State University.

Received a Grant of \$7,800.00 for a co-authored (with Ruby P. Lee - 2005) research proposal entitled “Interfirm Network Positions: A Study of Horizontal and Vertical Networks,” from the **Marketing Science Institute**.

Received a Grant of \$3,000.00 for a co-authored (with Min Ding and John Liechty - 2003) research proposal entitled “New Product Portfolios and the Market Valuation of the Firm: The Case of Pharmaceutical Industry,” from the **Institute for the Study of Business Markets (ISBM Project #0304)**, Pennsylvania State University.

Received a Grant of \$7,268.00 for a co-authored (with Jean L. Johnson, and Amit Saini - 2002) research proposal entitled “Organizational Assimilation of Technology for Relationship Marketing: The Case of Customer Relationship Management (CRM) in Business Marketing,” from the **Marketing Science Institute (MSI Project # 4-1204)**.

Received a Grant of \$6,476.00 for a co-authored (with Jean L. Johnson, and Amit Saini - 2000) research proposal entitled “A Capabilities View of Strategy Implementation for the Internet,” from the **Marketing Science Institute (MSI Project # 4-1133)**.

Received a Grant of \$5,000.00 for a co-authored (with Jean L. Johnson, Ranjan Karri, and Donald E. Stem - 1999) research proposal entitled “Using the Internet for Organizational Survey Research: An Experimental Investigation into the Optimal Data Collection Strategies,” from the **Direct Marketing Policy Center**, Department of Marketing, University of Cincinnati.

Received a Grant of \$2,600.00 for a co-authored (with Jean L. Johnson and Suprateek Sarker - 1999) research proposal entitled “Effects of Crisis on Interfirm Relationships,” from the **Institute for the Study of Business Markets (ISBM Project #9901)**, Pennsylvania State University.

Received a Grant of \$2000 for a co-authored (with Raj Mehta and Murali Chandrashekar - 1997) research proposal entitled “Predicting Behavior from Intentions in a Information Technology

Landscape,” from the **Direct Marketing Policy Center**, Department of Marketing, University of Cincinnati.

Received a Grant of \$2,500.00 for a co-authored (with Frank Kardes and Raj Mehta - 1997) research proposal entitled “On the Timing of Replacement of Consumer Durable Goods: A Behavioral Decision-Making Perspective,” from the **Direct Marketing Policy Center**, Department of Marketing, University of Cincinnati.

PROFESSIONAL SERVICE

Dissertation Committee Chair

- Ruby Lee (Ph.D. (Marketing) Washington State University 2003; Placement – University of Nevada, Las Vegas; Current Position – Assistant Professor of Marketing, Florida State University, Tallahassee, FL; Co-chair with Jean Johnson).
- Girish Mallapragada (Ph.D. (Marketing) Pennsylvania State University; Placement – University of North Carolina, Chapel Hill; Co-chair with Gary L. Lilien).
- Sanjay Pulligada (Ph.D. (Marketing) Pennsylvania State University; Placement – Miami University of Ohio; Co-chair with William T. Ross).
- Rui Wang (Ph.D. (Marketing) Pennsylvania State University; Placement – Peking University).
- Anindita Chakravarty (Ph.D. (Marketing) Pennsylvania State University).

Dissertation Committee Member

- Alka Citrin (Ph.D. (Marketing) Washington State University 2001; Placement – Georgia Institute of Technology; Current Position – Assistant Professor of Marketing, Georgia Institute of Technology; Chair: James McCullagh).
- Amit Saini (Ph.D. (Marketing) Washington State University 2003; Placement – University of Nebraska, Lincoln; Current Position – Assistant Professor of Marketing, University of Nebraska, Lincoln; Chair: Jean Johnson).
- Sunil Thomas (Ph.D. Student (Marketing) – Pennsylvania State University 2005; Placement – California State University, Fullerton; Current Position – Assistant Professor of Marketing, California State University, Fullerton; Chairs: David Wilson & William Ross)
- Kusumal Ruamsook (Ph.D. Student (Supply Chain and Information Systems) – Pennsylvania State University; Chair: Dawn Russell)

Editorial Review Board

- Journal of Marketing (2008-present; Editor – Ajay Kohli).
- International Journal of Research in Marketing (2007-present; Editors – Donald R. Lehmann and Stefan Stremersch).
- Marketing Science (2008-present – Editor Eric Bradlow).
- Marketing Science (2007; Editor – Steven M. Shugan).
- Journal of Marketing (2006-2008; Editor – Roland Rust).
- Journal of Marketing (2005; Editor – Ruth Bolton).
- Decision Sciences (2005-present; Editor – Vicki Smith-Daniels).

Ad Hoc Reviewer

Academy of Management Review
American Statistician
Information Systems Research
International Journal of Forecasting
Journal of Consumer Psychology
Journal of Marketing
Journal of Marketing Research
Journal of Retailing
Journal of the Academy of Marketing Science
Management Science
Marketing Science
MIS Quarterly

Others

Chair – Recruiting Committee, Department of Marketing, Smeal College of Business, Pennsylvania State University (2007-2008)

Associate Research Director, Institute for the Study of Business Markets (ISBM), (2005-Present)

Chair – Undergraduate Policy Committee, Department of Marketing, Smeal College of Business, Pennsylvania State University (2005-2006)

Honors Advisor, Department of Marketing, Smeal College of Business, Pennsylvania State University (2005-2007)

Member, Competitive Research Committee, Smeal College of Business, Pennsylvania State University (2005-2008)

Member, Undergraduate Policy Committee, Smeal College of Business, Pennsylvania State University, (2005-2006).

Member, Department Head (Marvin Goldberg) Administrative Review Committee (AD-14), Smeal College of Business, Pennsylvania State University, Spring 2006.

Member, Faculty Recruiting Committee, Department of Marketing, Pennsylvania State University, (2002-2004).

Faculty Representative Pennsylvania State University- Haring Doctoral Symposium (April 2004).

Co-Chair with M. B. Sarkar, Strategy Track 2002 Summer Educators Conference, Chicago, IL.

Member, Ph.D. Policy Committee Department of Marketing, Pennsylvania State University (2001-2002, 2006-present).

Faculty Representative Washington State University- Ninth Annual Nebraska Doctoral Symposium (March/April 2000).

Faculty in charge of Marketing Club (AMA Undergraduate Student Organization) at Washington State University, 8-1999 to 5-2001.

CURRENT PROFESSIONAL AFFILIATIONS

Academy of Management (1998-present)
Academy of International Business (1998-2008)
American Statistical Association (2004-present)
American Economic Association (2004-present)
American Marketing Association (1996-present)
INFORMS (1998-present)