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Published and Forthcoming Articles

- Grewal, Rajdeep**, Murali Chandrashekar, and Alka V. Citrin, "Customer Satisfaction Heterogeneity and Shareholder Value," *Journal of Marketing Research*, Forthcoming ([pdf](#)).
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- 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 ([pdf](#)).
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