

VITHALA R. RAO

Deane W. Malott Professor of Management Emeritus
Professor of Marketing and Quantitative Methods
Samuel Curtis Johnson Graduate School of Management
Cornell University
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EDUCATION AND HONORS

University of Pennsylvania (Wharton School), Applied Economics/Marketing, Ph.D.,
Outstanding Dissertation—American Marketing Association
University of Michigan, M.A., Sociology
U.N. Demographic Training and Research Center, Bombay, Diploma.
University of Bombay, M. Sc., Mathematical Statistics, First Class, and First Rank
Andhra University, B.Sc., Mathematics, First Class, and First Rank.

ACADEMIC EXPERIENCE

Cornell University, Johnson Graduate School of Management
Assistant Professor of Marketing and Quantitative Methods 1970-73
Associate Professor 1973-77
Professor, 1977-2019
Emerson Electric Company Professor, 1979-1984
Deane W. Malott Professor of Management, 1991-2019
Deane W. Malott Professor of Management Emeritus, 2020-Present
Yale School of Management, Visiting Professor, March-May 2010.
Columbia Business School, Visiting Professor, September- December 2009
Fuqua School of Business, Duke University, Visiting Professor, August 2002- June 2003.
TeraData Center for CRM at Duke University, Visiting Scholar, August 2002- June 2003.
Wharton School, University of Pennsylvania, Visiting Senior Scholar, 1996-97
University of Kiel, Kiel, Germany, Institut fur BWL, Visiting Professor, Fall 1990.
University of Illinois, Urbana-Champaign, Department of Business Administration, Visiting
Professor of Business Administration, 1976-77.
Indian Institute of Management, Calcutta, Assistant Professor, 1966-67.
University of Bombay, Department of Statistics, Instructor, 1956-57.

AWARDS

- Faculty Research Award, Johnson Graduate School of Management, Cornell University, 2000-01 given to the School's most productive scholar over the previous five years.
- 2005 Robert D. Buzzell Best Paper Award, Marketing Science Institute, Cambridge, MA.
- Clifford H. Whitcomb Fellow, Johnson Graduate School of Management, October 2005-November 2006.
- 2008 Charles Coolidge Parlin Marketing Research Award, American Marketing Association and the American Marketing Association Foundation recognizing my "outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time".
- 2011 Wroe Alderson Lecturer in Marketing, Wharton School of the University of Pennsylvania
- 2012 William Davidson Award Winner from *the Journal of Retailing*.
- 2012 Fellow, INFORMS Society for Marketing Science (ISMS)
- 2016 AMA Fellow, American Marketing Association
- 2016 Ziegel Award, Technometrics
- 2017 Churchill Award, AMA MRSIG

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ADMINISTRATIVE WORK at Johnson and Cornell University (Selected)

- Area Coordinator, Marketing and Management Communication, Cornell-SC Johnson College of Business, July 1, 2017-2019.
- Marketing Area Coordinator, 2014-15 and 2015-16.
- Chair, Search Committee for CornellTech, 2013-16.
- Chair or Member for Several Tenure Review or Promotion Committees
- Member of FACTA for several years
- Doctoral Programs Committee for several years (2010- current)
- CU University Appeals Committee, Committee Member. (July 1, 2010 - June 30, 2015).
- Member, Steering Committee, Emerging Markets Institute (2013-current)

EDITORIAL AND REVIEW EXPERIENCE

Current:

- Senior Editor, *Customer Needs and Solutions* since 2013
- Reviewer for *Journal of Marketing Research* and *Journal of Business-to-Business Marketing*
- Ad hoc Reviewer for *Psychometrika*, *Marketing Letters*, *California Management Review*, *Naval Research Logistics*.

Previous:

- Associate Editor, *Journal of Marketing*, 2014-2016
- Editor, *Handbook of Pricing Research in Marketing*, E-Elgar, 2009.
- Associate Editor for the Special Issue of *Management Science*, 2010.
- Co-editor, Special Section: Marketing, *Journal of Business*, Vol.69 (4), October 1996.
Ad Hoc Area Editor for *Marketing Science*.
- Reviewer for *Journal of Marketing Research* (1971-1974 and 1994-Present), *Decision Sciences* (1973-1979), *Journal of Consumer Research* (October 1977-December 1985), *Journal of Marketing* (July 1972–October 1998, and from July 2006- 2014), *Marketing Science* (since January 1981 – December 2015), and *Journal of Business-to-Business Marketing* since 2006.
- Ad hoc reviewer for *Journal of Marketing*, *Administrative Science Quarterly*, *JASA*, *Decision Sciences*, *Psychometrika*, *Management Science*, *Journal of Marketing Research* (1975-1994), *Journal of Academy of Marketing Science*, *International Journal of Research in Marketing*, *Marketing Letters*, *Multivariate Behavioral Research*, *California Management Review*, *Sloan Management Review*

Other Work for Professional Associations

Vithala R. Rao

- Co-Organizer, Bundle Choice Workshop at the Tenth Invitational Choice Symposium, May 2016
- Chair, Marketing Strategy Committee of INFORMS (2010-2012).
- Chair, Selection Committee for 2015 ISMS Fellows.
- Member, Selection Committee for 2014 and 2013 ISMS Fellows.
- Chair, Selection Committee for Selection of ISMS PhD Proposals, 2012
- President, NASMEI (North American Society for Marketing Education in India), 2015-17

PUBLICATIONS

Books

1. *Applied Conjoint Analysis*, Springer, 2014.
2. *Handbook of Pricing Research in Marketing*, E-Elgar, 2009.
3. *Analysis for Strategic Marketing* (with J. Steckel), Addison-Wesley, 1998.
4. *New Science of Marketing* (with J. Steckel), Irwin Professional Publishing, 1995.
5. *Decision Criteria for New Product Acceptance and Success*, (with E.W. McLaughlin), New York: Quorum Books, 1991.
6. *Applied Multidimensional Scaling: A Comparison of Alternative Approaches and Algorithms*, (with P.E. Green), New York: Holt, Rinehart and Winston, Inc., 1972.
7. *Manpower Resources of Ceylon: 1957-1981*, (with R.M. Sundrum and S. Selvaratnam), the Planning Secretariat of the Government of Ceylon (1959).

Articles

148. "Evaluating Strategies for Promoting Retail Mobile Channel Using a Hidden Markov Model (With J. Chen), *Journal of Retailing* (Forthcoming).
147. "The Role of Network Embeddedness Across Multiple Social Networks: Evidence from Mobile Social Network Games" (With H. Kim), *International Journal of Research in Marketing* (Forthcoming)
146. "Measuring the Effects of Marketing Solicitations" (With J. Chen), *Customer Needs and Solutions*, Vol. 8, (2021).
146. "The Importance of Functional and Emotional Content in Online Consume Reviews for Product Sales: Evidence from the mobile gaming market" (with Seongsoo Jang and Jaihak Chung), *J. of Business Research*, May 2021.
145. "An Exploratory Study on the Impact of COVID-19 and Adaptation Strategies of Management Institutes in India" (with R. Kulshrestha) in H. Chaturvedi and A.K. Dey (Eds.) *Challenges of Managing Business, Social and Ecological Systems*, New Delhi: Bloomsbury, 2021.
144. "Pricing Strategies" (with Manish Gangwar) in B. B. Schlegelmilch and R. S. Winer Eds.), *The Routledge Companion to Strategic Marketing*, New York: Routledge, 2021.
143. "A Structural Model for Evaluating E-Cigarette Consumption" (with J. Chen), *Management Science*. 2019.

142. "Industry Applications of Conjoint Analysis" In N. Mizik & D. M. Hanssens (Eds.), *Handbook of Marketing Analytics*. Edward Elgar. 2018.
141. "The State of New Product Design and Forecasting: Recent Developments and Future Directions" (with N. Z. Foutz), in P.N. Golder and D. Mitra (Eds.) *Handbook of Research on New Product Development*, Edward Elgar, 2018.
140. "Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior" (with Gary Russell and others), *Customer Needs and Solutions, Vol. 5 (2018)*.
139. "The Impact of Advertising Content on Movie Revenues" (with Abraham Ravid, Richard Gertz, Jialie Chen, and Suman Basuroy), *Marketing Letters (2017)*.
138. "Anticipated Versus Actual Synergy in Merger Partner Selection and Post-Merger Innovation" (with Yu Yu and Nita Umashankar), *Marketing Science (2016)*.
137. "Choosing the Right Target: Relative Preferences for Resource Similarity and Complementarity in Acquisition Choice" (with Yu Yu and Nita Umashankar), *Strategic Management Journal. (2016)*.
136. "Early Adoption of Modern Grocery Retail in an Emerging Market: Evidence from India" (with V. Narayan and K. Sudhir), *Marketing Science, 34(6)*, November-December 2015.
135. "Comments on Predicting Customer Value Using Clumpiness from RFM to RFMC", *Marketing Science, 34 (2)*, 2015.
134. "Conjoint Analysis" in *The History of Marketing Science*, Winer, R.S and S. A. Neslin (eds.), World Scientific – Now Publishers Series in Business, Vol.3 (2014).
133. "An Interdisciplinary Review of Research in Conjoint Analysis: Recent Developments and Directions for Future Research" (with. J. Agarwal, W.S. DeSarbo and N. Malhotra), *Consumer Needs and Solutions. 1 (4)*, October 2014.
131. "Conjoint Analysis para Pesquisa de Marketing no Brasil" (with L. Pilli), *Revista Brasileira de Marketing, 13(4)*, September 2014, 25- 38.
130. "A New Diffusion Model for Preannounced Products" (with J. Eliashberg, D. Manceau and Meng Su), *Consumer Needs and Solutions. Vol. 1 (March 2014)*.
129. "Measurement of Consumer-Based Brand Equity for Indian Business Schools" (with A. Sharma and S. Popli), *Journal of Marketing for Higher Education. December 2013*.
128. "Trade Promotion Decisions Under Demand Uncertainty: A Market Experimental Approach" (with Hong Yuan and Miguel Gomez), *Management Science, July 2013*.
127. "Supply Chains in the Presence of Store Brands (with Fang, X., Gavirneni, S *European*

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Journal of Operational Research, 224 (4), 392–403.

126. “A General Consumer Preference Model for Experience Products: Application to Internet Recommendation Services” (with Jaihak Chung), *Journal of Marketing Research*, Vol. 49, June 2012.
125. “How Peer Influence Affects Attribute Preferences: A Bayesian Updating Mechanism” (with Vishal Narayan and Carlyne Saunders), *Marketing Science* Vol. 30, (March-April 2011).
124. “Strategic Timing Decisions of New Product Preannouncements and Launch in a Duopoly” (with Meng Su), *International Journal of Production Economics* (Vol. 129, 2011).
123. “Deriving Joint Space Positioning Maps from Successive Categorical Ordered Consumer Preference Ratings in Marketing Research” (with Wayne DeSarbo and Joonwook Park), *Marketing Letters* (2011).
122. “Price as an Indicator of Quality -- Implications for Utility and Demand Functions” (with M. Ding and W. T. Ross), *Journal of Retailing* (Issue 1, Vol. 86, 2010, (2011 Davidson Award Co-winner)
121. “New Product Announcements as a Signaling Strategy: An Audience-Specific Review and Analysis” (with Meng Su), *Journal of Product Innovation Management* (Vol. 27, 2010)
120. “Market Power and Trade Promotions in US Supermarkets” (with Miguel Gomez), *British Food Journal* (No.8, Vol. 111, 2009).
119. “Pricing Objectives and Strategies: A Cross-Country Survey” (with Ben Kartono) in *Handbook of Pricing Research in Marketing*, V. R. Rao (ed.), E-Elgar, 2009.
118. “Beyond Conjoint Analysis: Advances in Preference Measurement”. (with Oded Netzer, Olivier Toubia and others) *Marketing Letters*, Vol. 19, December 2008.
117. “Methods for Handling Massive Number of Attributes in Conjoint Analysis” (with Ben Kartono and Meng Su), *Review of Marketing Research*, V 5. 2009.
115. “Eliciting Preference for Complex Products: A Web-Based Upgrading Approach” (with Young-Hoon Park and Min Ding), *Journal of Marketing Research*, October 2008.
114. “Developments in Conjoint Analysis” in *Handbook of Marketing Decision Models* Berend Wierenga (ed.) Springer, 2008.
113. “Empirical Analysis of Budget and Allocation of Trade Promotions in the US Supermarket Industry” (with Miguel Gomez and Ed McLaughlin), *Journal of Marketing Research*, August 2007.
112. “Linking Brand Equity and Customer Equity” (with Robert Leone et al.), *Journal of Service Research*, November 2006.

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111. "Do Slotting Allowances Enhance or Hinder Competition?" with K. Sudhir), *Journal of Marketing Research*, May 2006.
110. "Models of Multi-Category Choice Behavior" (with P.B. Seetharaman et al.), *Marketing Letters*, 2005.
109. "Bundles of Multi-attributed Items: Modeling Perceptions, Preferences, and Choice" in S. Albers (ed.) *Cross-functional Innovation Management*, Gabler, 2004.
108. "Comments on Conjoint Analysis with Partial Profiles", *Journal of Marketing Research*, November 2004.
107. "How is Manifested Branding Strategy Related to the Intangible Value of a Corporation?" (With M.K. Agarwal and D. Dahlhoff). *Journal of Marketing*, October 2004.
106. "Conjoint Analysis, Related Modeling, and Application" (with J.R. Hauser) in Y. Wind and P.E. Green (eds.) *Market Research and Modeling: Progress and Prospects*, Kluwer Academic Publishers. 2004.
105. "Recruiting Rookie Faculty: School, Candidate, Competition" (with A.T. Coughlan), *Asian Journal of Marketing*, 2003.
104. "A General Choice Model for Bundles with Multiple Category Products: Application to Market Segmentation and Pricing of Bundles" (with Jaihak Chung); *Journal of Marketing Research*, Vol. 40 (May 2003).
103. "Inferring Market Structure from Customer Responses to Competing and Complementary Products" (with T. Elrod et al.), *Marketing Letters*, 13 (August 2002),
102. "Brand Extension and Customer Loyalty: Evidence from the Lodging Industry" (with W. Jiang and C. Dev), *Cornell Quarterly*, 2002.
101. "Application of Balanced Satiation Model to Meal Bundle Utility," (with J. Barth), *International Journal of Hospitality & Tourism Administration*, Vol. 3 (2002).
100. "An Application of the Beta Distribution in Aggregate Conjoint Analysis" (with A. Zahorik), *Asian Journal of Marketing* (2001).
99. "Structural Analysis of Competitive Behavior: New Empirical Industrial Organization Methods in Marketing" (with V. Kadiyali and K. Sudhir), *International Journal of Research in Marketing*, Vol. 18 (2001), 161-186. (*This paper received honorable mention from the European Marketing Academy in 2002.*)
98. "Measurement of Informational and Allocative Effects of Price" (with H. Sattler) in Gustafsson, A., A. Herrmann, and F. Huber (eds.), *Conjoint Measurement*, Springer, 2000.
97. "Dynamic Models Incorporating Competition" (with R. Chatterjee and J. Eliashberg) in J. Wind and V. Mahajan (eds.) *New Product Diffusion Models*. Kluwer, 2000.
96. "A Hierarchical Bayes Model for Assortment Choice" (with E.T. Bradlow), *Journal of Marketing Research*, Vol. 37 (May 2000).

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95. "Extended Framework for Modeling Choice Behavior" (with Moshe Ben-Akiva et al.), *Marketing Letters*, Vol. 10, No. 3, August 1999.
94. "Conjoint Analysis: Methods and Applications" (with P.E. Green and Y. Wind) in R.C. Dorf (Ed-in-Chief), *The Handbook of Technology Management*, CRC Press, 1999.
93. "A Micro-Analytic Model for the Timing and Order of Durable Goods Purchases" (with S. Haldar), *Applied Economics*, 30, July 1998.
92. "Die Validität eines Ansatzes zur Separierung der Allocations—und Informationsfunktion des Preises," in *Zeitschrift für Betriebswirtschaft*, Vol. 67, Issue 12, 1997.
91. "Understanding Complex Relationships: Good Science and the Use of Structural Equation Models" (with W.R. Dillon, J.B. White, and D. Filak), *Marketing Research*, Winter 1997.
90. "Modeling Methods for Discrete Choice Theory," (with Moshe Ben-Akiva et al.), *Marketing Letters*, 8, July 1997.
89. "Minimizing Technological Oversights: A Marketing Research Perspective" (with J. Eliashberg and G.L. Lilien), in R. Garud, P.N. Nayyar and Z.B. Shapira (eds.), *Technological Innovation*, Cambridge Press, 1997.
88. "Resources for Research and Pedagogy on New Product Development," *Journal of Marketing Research*, Vol. 34, No. 1, February 1997.
87. "An Empirical Comparison of Consumer-Based Measures of Brand Equity" (with M.K. Agarwal), *Marketing Letters*, Vol. 7, No. 3, June 1996.
86. "Pricing Strategies in a Dynamic Duopoly: A Differential Game Model" (with P. Chintagunta), *Management Science*, November 1995.
85. "An Empirical Comparison of Neural Network and Logistic Regression Models" (with A. Kumar and H. Soni), *Marketing Letters*, Vol. 6, No. 4, October 1995.
84. "Research for Product Positioning and Design Decisions: An Academic Review" (with A. Kaul), *International Journal of Research in Marketing*, Vol. 12, No. 4, November 1995.
83. "Selecting, Evaluating and Updating Prospects in Direct Mail Marketing" (with Joel Steckel), *Journal of Direct Marketing*, Vol. 8, No. 2, Spring 1995.
82. "A Cross-Cultural Analysis of Price Conjectures to Environmental Changes" (with Joel Steckel), *Marketing Letters*, Vol. 6, No. 1, January 1995.
81. "Supermarket Buyer's Evaluations of Hypothetical New Products: An Empirical Analysis" (with E.W. McLaughlin and R. Hawkes), *Agribusiness: An International Journal*, January-February 1995.
80. "Combining Revealed and Stated Preference Data" (with M. Ben-Akiva et al.), *Marketing Letters*, Vol. 5, No. 4, October 1994.

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79. "Assessment of the Importance of Brand Equity in Acquisition Decisions" (with V. Mahajan and R.K. Srivastava), *Journal of Product Innovation Management*, Vol. 11, No. 3, June 1994.
78. "Pricing Models in Marketing" in the *Handbook of MS/OR: Marketing*, North-Holland Press, 1993.
77. "Toward a Demand Forecasting Model for Preannounced New Technological Products" (with K. Brockhoff), *Journal of Engineering-Technology Management*, Vol. 10, No. 3, September 1993.
76. "Equilibrium Pricing and Advertising Strategies for Nondurable Experience Products in a Dynamic Duopoly" (with P. Chintagunta and N. Vilcassim), *Managerial and Decision Economics*, Vol. 14, May-June 1993.
75. "A Polarization Model for Describing Group Preferences" (with Joel H. Steckel), *Journal of Consumer Research*, Vol. 18, No. 1, June 1991.
74. "A Balance Model for Evaluating Firms for Acquisition" (with V. Mahajan and N. Varaiya), *Management Science*, Vol. 37, No. 3, March 1991.
73. Book Review of *Issues in Pricing* in *Journal of Marketing Research*, November 1990.
72. "Behavioral Methods," (with Y. Wind and P.E. Green), in *Handbook of Consumer Theory and Research*, edited by T. Robertson and H. Kassarian, Prentice-Hall, 1991.
71. "The Strategic Role of Supermarket Buyer Intermediaries in New Product Selection: Implications for System-wide Efficiency," (with E.W. McLaughlin), *American Journal of Agricultural Economics*, May 1990.
70. "A Methodology for Specification and Aggregation in Product Concept Testing," (with David Gautschi), in Alain de Fontenay et al. (eds.), *Telecommunications Demand Modeling: An Integrated View*, North-Holland, 1990.
69. "A Hierarchical Utility Model for the Acquisition of Heterogeneous Items," (with Barry Bayus), *Journal of Marketing Letters*, Vol. 1 (December 1989).
68. "GENFOLD 2: A General Unfolding Methodology for the Analysis of Preference/Dominance Data," (with W.S. DeSarbo), in *New Developments in Psychological Choice Modeling*, De Soete and Feger (eds.), North-Holland, 1989.
67. "Modeling the Decision to Add New Products by Channel Intermediaries," (with E.W. McLaughlin), *Journal of Marketing*, January 1989.
66. "Inferring Competitive Market Structure Based on a Model of Interpurchase Intervals," (with R. Grover), *International Journal of Research in Marketing*, Vol. 5, 1988.
65. "A Customized Market Response Model: Development, Estimation, and Empirical Testing," (with W.S. DeSarbo and Y. Wind), *JAMS*, Spring 1988.
64. "An Exploratory Modeling of the Decision Process of New Product Selection by Supermarket Buyers," (with E. McLaughlin), *Agribusiness: An International Journal*, Vol. 4, No. 2, April 1988.

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63. "A Friction Model for Describing and Forecasting Price Movements," (with W.S. DeSarbo, Joel Steckel, Y. Wind and R. Columbo), *Marketing Science*, Vol. 6, No. 4, Fall 1987.
62. "AHP Design Issues for Large Scale Systems," (with E.N. Weiss), *Decision Sciences*, Vol. 18, No. 1, Winter 1987.
61. "On Resource Allocation Problems with Interval-scale Coefficients," (with E.N. Weiss), *Journal of Operational Research Society*, Vol. 37, No. 6, 1986.
60. "Measurement and Use of Market Response Functions for Allocating Market Resources," (with D.J. Sabavala), Technical Report No. 86-105, Marketing Science Institute, July 1986.
59. "A Constrained Unfolding Methodology for Product Positioning," (with W. DeSarbo), *Marketing Science*, Vol. 5, No. 1, Winter 1986.
58. "Perspectives on Dynamic Modeling of Consumer Discrete Choice," (with N. Vilcassim), in C.T. Tan and J.N. Sheth (eds.), *Historical Perspectives in Consumer Research*, July 1985 Proceedings.
57. "GENFOLD 2: A Set of Models and Algorithms for the General Unfolding Analysis of Preference/Dominance Data," (with W.S. DeSarbo), *Journal of Classification*, Vol. 1, 1984.
56. "Optimal Allocation of Space in Retail Advertisements and Mail-order Catalogues: Theory and First-approximation Decision Rule," (with Julian L. Simon), *International Journal of Advertising*, April 1983.
55. "A Constrained Unfolding Model for Product Positioning and Market Segmentation," (with W.S. DeSarbo), F. Zufryden (ed.), *1983 Marketing Science Conference Proceedings*.
54. "Review of Pricing Research in Marketing: The State of the Art," *Journal of Business*, January 1984.
53. "Analysis of Panel Data for Market Structure Determination," (with D.J. Sabavala), *1982 Business and Economic Statistics Section Proceedings* of the American Statistical Association.
52. "The Role of Price in Individual Utility Judgments," (with D. Gautschi) in L. McAlister (ed.), *Choice Models for Buyer Behavior*, JAI Press, 1982.
51. "Some Major Contributions in Product Management: A Comparative Review," *Journal of Marketing*, Summer 1981.
50. "New Product Sales Forecasting Using the Hendry System," in Wind, Mahajan and Cardozo (eds.), *New Product Forecasting*, Lexington Books, 1981.
49. "A Bayesian Approach to Test Market Selection," (with F.W. Winter), *Management Science*, December 1981.

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48. "Allocation of Marketing Resources: The Role of Price Promotions," in R. Leone (ed.), *Proceedings of Market Measurement and Analysis*, TIMS, 1980.
47. "Inference of Hierarchical Choice Processes from Analyses of Panel Data," *Journal of Consumer Research*, June 1981.
46. "Some Issues on Construction of Models for Marketing/Mix Decisions," *Annual Research in Marketing*, 1981.
45. "Books on Quantitative Methods for Consumer Research," *Journal of Consumer Research*, September 1980.
44. "Measurement of Trade-offs in Media Planning Decisions," (with C.S. Craig), *Current Issues and Research in Advertising*, 1980.
43. "Investment Decisions with Sampling," (with H. Bierman), *Financial Management*, Autumn 1978.
42. *Sales Forecasting Methods: A Survey of Recent Developments*, Marketing Science Institute Monograph, December 1978.
41. "A Procedure for Incorporating Group-Level Similarity Judgments in Conjoint Analysis," (with P.E. Green and W.S. DeSarbo), *Journal of Consumer Research*, December 1978.
40. "An Empirical Evaluation of Alternative Multiattribute Utility Models," (with Hans S. Solgaard), *Proceedings of 1978 AMA Conference*, August 1978.
39. "An Application of the Multivariate Probit Model to Market Segmentation and Product Design," (with F.W. Winter), *Journal of Marketing Research*, August 1977.
38. "Estimation of Demand for New or Modified Products Using the Multinomial Logit Model," (with I.B. Rosenfeld), *Proceedings of the MSI/AMA/PITT Workshop on "Analytical Approaches to Product and Market Planning"*, November 1977.
37. "A Comparison of Qualitative Response Models of Consumer Choice," (with Hans Solgaard), *Proceedings of the 1977 AMA Educators' Conference*, August 1977.
36. "Identifying Market Segments with AID3," (with J.M. McCann and C.S. Craig), *Proceedings of the 1976 AMA Educators' Conference*, August 1976.
35. "Applications of Conjoint Measurement to Communication Research," (with C.S. Craig), *Communication Research*, July 1975.
34. "CLUSTSIZ: A Program to Test of the Quality of Clustering a Set of Objects," (with John O. McClain), *Journal of Marketing Research*, November 1975.
33. "A Model for Multiperiod Evaluation of New Product Investments," (with S. Smidt), *Proceedings of the 1975 AMA Educators' Conference at Rochester*, August 1975.
32. "The Influence of Values, Information and Decision Orders on Policy Choice and Commitment," (with G.D. Hughes and H.A. Alker), *Journal of Applied Social Psychology*, 1976.

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31. "A Balance Model for Evaluating Subsets of Multiattributed Items," (with P.H. Farquhar), *Management Science*, January 1976.
30. "Conjoint Measurement in Marketing Analysis," in J.N. Sheth (ed.), *Multivariate Methods for Market and Survey Research*, American Marketing Association, 1976.
29. "Subjective Evaluations for Product Design Decisions," (with G.N. Soutar), *Decision Sciences*, January 1975.
28. "Taxonomy of Television Programs Based on Viewing Behavior," *Journal of Marketing Research*, August 1975.
27. "Subjective Evaluations of Employer Attributes by Administration Students," (with R.M. Edelstein), *Journal of Vocational Behavior*, 1975.
26. "Multidimensional Psychophysics: An Overview," (with G. Wilcox) in *Advances in Consumer Research*, Vol. I, Association for Consumer Research, 1973.
25. "Multidimensional Scaling Models for Research on Consumer/Buyer Information Processing," in Hughes and Ray (eds.), *Buyer/Consumer Information Processing*, University of North Carolina Press, 1975.
24. "A Method for Analysis of Trade-offs and Conflicts in Choice of Alternative Health Care Systems," (with J.O. McClain), *Health Services Research*, Spring 1974.
23. "A View of the Competitive Marketing Mix Model," in *Proceedings of the 1973 Fall AMA Educators' Conference*, 1973.
22. "Dynamic Sales Promotion Models," (with L.J. Thomas), *Operational Research Quarterly*, September 1973.
21. "Value Consistent and Expedient Decision Making," (with H.A. Alker and D.G. Hughes), *Proceedings of 80th Annual Convention, American Psychological Association*, 1972.
20. "Marginal Saliency of Price in Brand Evaluations: A Conjoint Measurement Approach," in *Proceedings of the Third Annual Conference of the Association for Consumer Research*, 1972.
19. "A Model for Brand Choice Under Price-Quality Hypothesis," in *Proceedings of the 1972 Fall and Spring AMA Conference*, 1972.
18. "Graphology and Marketing Research: A Pilot Experiment in Validity and Inter-Judge Reliability," (with P.E. Green and D.E. Armani), *Journal of Marketing*, Vol. 35 (April 1971).
17. "A Search for Models of Consumers Union's Brand Evaluation: A Multidimensional Approach," (with G.D. Hughes) in D.W. Gardner (ed.), *Proceedings of the Second Annual Conference of the Association for Consumer Research*, 1971.
16. "Saliency of Price in the Perception of Product Quality: A Multidimensional Measurement Approach," in N.H. Borden (ed.), *Proceedings of the Fall 1971 Conference*, Chicago, American Marketing Association.

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15. "A Note on Configuration Synthesis in Multidimensional Scaling," (with P.E. Green), *Journal of Marketing Research*, February 1972.
14. "Changes in Explicit Information and Brand Perceptions," *Journal of Marketing Research*, May 1972.
13. "Alternative Econometric Models of Sales and Advertising," *Journal of Marketing Research*, May 1972.
12. "Alternative Multidimensional Scaling Methods for Large Stimulus Sets," (with Ralph Katz), *Journal of Marketing Research*, November 1971.
11. "Conjoint Measurement: A New Approach to Quantify Judgmental Data," (with P.E. Green), *Journal of Marketing Research*, August 1971.
10. "The Anatomy of Segmentation Research," (with Ronald E. Frank) in C.W. King and D.J. Tigert (eds.), *Attitude Research Reaches New Heights*, American Marketing Association, 1971.
9. "Rating Scales and Information Recovery—How Many Scales Response Categories to Use?," (with P.E. Green), *Journal of Marketing*, July 1970.
8. "Nonmetric Approaches to Multivariate Analysis Marketing," (with P.E. Green) in J.N. Sheth (ed.), *Multivariate Methods for Market and Survey Research*, American Marketing Association, 1976.
7. "Multidimensional Scaling and Individual Differences," (with P.E. Green), *Journal of Marketing Research*, February 1971.
6. "Self-Concept and Brand Preference: An Empirical Application of Multidimensional Scaling," (with P.E. Green and Arun Maheshwari), *Journal of Market Research Society of United Kingdom*, Vol. II, No. 4 (December 1969).
5. "Configuration Invariance in Multidimensional Scaling: An Empirical Study," (with P.E. Green) in P.R. McDonald (ed.), *Marketing Involvement in Society and the Economy*; 1969 Fall Conference Proceedings of the American Marketing Association, Chicago, 1970.
4. "Dimensional Interpretation and Configuration Invariance in Multidimensional Scaling: An Empirical Study," (with P.E. Green and A. Maheshwari), *Multivariate Behavioral Research* (April 1969).
3. "A Note on Proximity Measures and Cluster Analysis," (with P.E. Green), *Journal of Marketing Research*, Vol. VI (April 1969).
2. *Evaluation of Some Judgmental Indices of Measures of Information, Instruction and Motivation Conveyed by Messages*, (with Russell L. Ackoff (Principal Investigator) and C. Maier-Rothe), under a grant from the National Science Foundation (1968).
1. "A Note on Balanced Designs," *Annals of Mathematical Statistics*, Vol. 28, 1958.

Papers under Revision/Review

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1. "Sequential versus Simultaneous Multi-category Purchases" (with H. Kim), under revision.
2. "Value Based Customer Segmentation in Social Networks) (with H. Kim), under revision.
3. "A Copula-Based Choice Model of Meta-Attributes for Product Design" (with S. Ghose), under review.
4. "Heterogeneous Effects of Multi-dimensional Attributes: A Machine Learning Approach for the Online Home Rental Market) (with F. Feng and L. Zhang) under revision.

Research in Progress

1. Bargaining on Trade Promotions between Manufacturers and Retailers in the Food Industry: Development of a Nash Model and Empirical Test (with Koichi Yonezawa and Miguel Gomez)
2. Dynamic Context Dependent Multi-Attribute Preferences in Technology Markets (with Oded Netzer)
3. Spatial Network Effects on Salesforce Turnover and Customer Retention in Chinese Insurance Industry (with H. Kim, J. Chen and C. Feng)
4. Bundling of Complementary Products of Competing Manufacturers (with N. Kumar)
5. Pre-launch Analysis of Competitive Dynamics (with Y. Foutz and F. Wu)
6. A Self-Constructing Approach to Bundle Designs (iBundle)
7. Cross-Cultural Evaluation of Entrepreneurial Business Opportunities.
8. "Perception Spillover and Cross-Category Interdependence" (with J. Chen)

Working Papers (some planned for submission for review)

1. "Brand Equity Measurement: A Review and Integrative Framework" (With B. Kartono)
2. "A Continuous Conjoint Analysis for Adoption of New Products with Evolutional Attributes" (with Meng Su).
3. "Linking Consumer-Based Brand Equity to Market Performance: An Integrated Approach to Brand Equity Management" (with Benjamin Kartono).
4. "Brand Bundling: The Role of Brand Equity in Bundle Choice" (with B. Kartono)
5. "A Market Demand Model for a Preannounced Product" (with J. Eliashberg and S. Shankar)

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6. "A Simultaneous Approach for Modeling Judgment and Choice" (with S. Haldar).
7. "Incorporating Consumer Reference Effects into a Conjoint Analysis" (with Natasha Zhang and Sha Yang).

Research Proposals

1. "Development, Testing and Validation of a Model for the Measurement of Brand Equity under Conditions of Acquisition and Divestment" (with V. Mahajan and R. Srivastava), award winner in a competition by the Marketing Science Institute, October 1989.
2. "Selecting, Evaluating and Updating Prospects in Direct Mail Marketing" (with Joel Steckel), honorary mention in a competition by the Marketing Science Institute, October 1991.
3. "How Does Branding Strategy Affect the Intangible Value of a Corporation" (with Denise Dahlhoff and Manoj Agarwal). Winner of the 2002 MSI Competition for Research Linking Marketing and Finance.
4. "Dynamic Context Dependent Multi-Attribute Preferences in Technology Markets" (with Oded Netzer), 2010 MSI Research on Innovation Proposal winner.
5. "Competition between organized and traditional retailers in emerging markets: A household level analysis of store format choices in India." (with Vishal Narayan and K. Sudhir); Winner of the 2011 EMI Research Grants Competition.
6. "Competition between organized and traditional retailers in emerging markets: A household level analysis of store format choices in India." (with Vishal Narayan and K. Sudhir); Winner of MSI Research Grants Competition, 2011.
7. "Spatial Network Effects on Salesforce Turnover and Customer Retention in Chinese Insurance Industry" (with H. Kim and J. Chen), Winner of the 2014 EMI Research Grants Competition.
8. "Impact of Life Change Events on Consumer Demand for Financial Products" (with H. Kim and J. Chen), Winner of the WCAI Research Proposal Competition, 2014.
9. "Consumer Journey in the Purchase Funnel: A Model of Multi-Channel and Multi-Device Marketing Attribution" (with L. Zhang and A. Song), submitted to the Marketing Science Institute, November 2017.

Cases for Instructional Use

1. Regent Rubber Company. A computer-assisted case for new product decisions.
2. Alpha Household Products. A computer-assisted case for integrating the effects of consumerism into product decisions.
3. Northeast Industries Corporation. A case showing an application of analytic hierarchy process to corporate decisions.

Books or Monographs in Progress

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1. *Marketing Research.*
2. *Brand Switching Analysis.*

Short Term Visits to Universities/Schools in the US and Abroad

SPJIMR, December 2015.

Sogang University, Visiting Professor, June 2012.

University of Technology Sydney, CenSoc, Distinguished Visitor, August 2011.

Cheong King Graduate School of Business, Research Professor, May 2009.

University College, Dublin, Ireland, Visiting Professor, June 2005, June 2007, June 2008, June 2009

Indian School of Business, Visiting Professor, Nov.- Dec. 2003, Nov. –Dec. 2005 and Nov. – Dec. 2006, Nov. –Dec. 2007, Dec- 2009- Jan. 2010, and March 2013.

Catolica Pontifica University, Santiago, Chile, Visiting Professor, December 2002.

National University of Singapore, Distinguished Visiting Professor, May- June 2000

Copenhagen Business School, Visiting Professor, June 1994, June 1999

Hong Kong Institute of Science & Technology, Visiting Professor, Dec.1996-January 1997

Columbia University, Graduate School of Business, Visiting Professor, Summer 1987.

University of Western Australia, School of Commerce, Visiting Professor, July 1985.

Research Interests

Development and application of analytical and empirical models for marketing research and marketing strategy.

Application of multidimensional scaling and conjoint analysis models to such areas as pricing, product design, product positioning, and market segmentation.

Market structure analysis, resource allocation problems, and analysis of competitive reactions.

Bundle evaluation models, preannouncement, and brand equity.

Doctoral Theses Supervision

1. Geoffrey Soutar
2. Hans Solgaard
3. Irene Rosenfeld
4. Tony Zahorik
5. Sudeep Haldar
6. K. Sudhir (Recipient of the 2003 Frank Bass Award of the Society of Marketing Science of INFORMS)
7. Jaihak Chung (Winner of the MSI Dissertation Competition in 2000)
8. Y. Natasha Zhang Foutz
9. Meng Su
10. Ben. Kartono (Winner of the MSI Dissertation Competition in 2005 and winner of ZIBS Research Proposal Competition in 2005).
11. Yu Yu
12. Carolyne Saunders (Completed MS and left)
13. Ping Zhao
14. Hwang Kim
15. Saisandeep Satyavolu

(I played the role of Co-Chair for Jukka Laitamaki and Joe Barth, two doctoral students from the School of Hotel Administration. I was also a member on the committees of several doctoral students at Cornell.)

Membership in Professional Organizations

Vithala R. Rao

1. American Marketing Association
2. INFORMS Society for Marketing Science (ISMS)
3. Association for Consumer Research

Other Academic and Professional Activities

1. Member, Advisory Board, *Quantitative Marketing and Economics* Journal.
2. Member, INFORMS Marketing Strategy Committee 2009-2010; Chair, 2010-2012.
3. Judge for the Doctoral Dissertation Competition of the American Marketing Association, 1972, 1975, 1977, 1979-1983 and Reviewer for Research Paper Competition for the American Marketing Association's Educators' Conference, 1973-96, the Association for Consumer Research, 1976-83, Research Proposal Competition for the Marketing Science Institute, 2000-2005.
4. Performed marketing research and organizational development services for several consumer products firms including Imperial Tobacco of India, Lever Brothers, New York; General Foods, Smith Kline and French, Philadelphia; General Motors Tech. Center; Doane Agricultural Service, St. Louis; RCA; AT&T; RCA; General Motors Corporation; Avon; Fazer Oy; BP, Campbell's, Autodesk, Orosy&Co, Microsft.
5. Presented research seminars at several universities including Odense University, Denmark; European Institute of Management, Brussels, Belgium; and INSEAD, Fontainebleau, France, U. Pennsylvania's Wharton School, NYU, National University of Singapore, University of Los Andes, Penn State University, Syracuse University, University of Wisconsin, Milwaukee.
6. Regular Presenter of Papers at Various Annual Professional Meetings such as American Marketing Association Educators' Conference, Association for Consumer Research, INFORMS Marketing Science Conference. Chaired selected sessions at these meetings in addition to presentation of papers. Presented papers and participated in the Invitational Choice Symposium, conducted every three years beginning the second Symposium.
7. Executive Education:
 - a. Taught in a number of Executive Development Programs organized by Indian Institute of Management, Calcutta; Institute of Advanced Technology, Washington; SRF Associates, Louisville; Institute of Scientific Administration, Mexico; Graduate School of B&PA, Cornell University; American Marketing Association's School of Marketing Research; Purchasing Executives Institute; Cornell Food Executives Program, Cornell-MSSNY Program.
 - b. Program Director and Instructor in an Executive Seminar on Product Planning Decisions Presented at Cornell, September 1975.
 - c. Program Director and Instructor in the SBC/SMR Symposium conducted at Cornell for the Service Bureau Company, Summer 1981.
 - d. Program Director and Instructor for the Purchasing Executives Institute held at Cornell University, October 1987.
 - e. Co-instructor for the Villares-Cornell Industrial Marketing Management Program, April 1989.
 - f. Program Director for the JGSM Executive Programs, "Marketing Strategies" (1994-2002)
 - g. Program Director for the JGSM Executive program "Applied Methods for Marketing Research" held in 1994 and 1995.
8. Conference Organization:
 - a. Program Director for the 1975 Doctoral Consortium of the American Marketing Association held at Cornell University
 - b. Organizer of the Northeast Universities Marketing Conference held at Cornell, September 1989, September 1994 and September 1999 and September 2004.

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- c. Co-chair of the "Pricing Decision Models" Conference held in Boston in April 1994, organized in collaboration with the Marketing Science Institute.
- d. Organizer of the INFORMS-Cornell Conference on Pricing Research held at Cornell University, Ithaca, NY, September 13-14, 2002
- e. Organizer of the BBCRST Marketing Conference, April 2009.

Business experience

Board Member, Cypress Trust Company, 2017-
Board Member, Hemarus Therapeutics Ltd, 2017-
Board Member, Zenotech Laboratories, 2005-2008
Member, Science Panel, M-Factor, 2006-present
General Motors Corporation, Detroit, MSI Visiting Marketing Scholar, June-July 1988.
Tata Oil Mills Company, Ltd., Bombay, Marketing Research Executive, 1959-65. In charge of Marketing Research Section (on leave 1961-62).
Delhi Cloth and General Mills Company, Ltd., Delhi, Marketing Research Officer for the Textile Division, 1965-66.

Courses Taught Since 1995 (F = Fall, S = Spring; All of these are graduate or MBA courses.)

1. Marketing Strategy: F95, F96, F97, F98, F99, F00, F01, F03, S05, F05, F06, F07, F08, F09, S1, F11, F12, F13, F14, F15, F18 (MPS Course)
2. Strategy and Tactics of Pricing, S04, F05, S11, F11, F12, F13, F14, F15, F17, F18, F19
3. Entrepreneurial Marketing, F17, F18
4. CEMBA Course on Marketing Strategy: F01, F02, F03, F04, F05, F06, F07, F08, F09, F10, F11, F12, F13, F14.
5. CQEMBA Course on Marketing Strategy, Summer/Fall 2012
6. Doctoral Seminar in Quantitative Marketing Models, F06, S95, S96, S01, S12, S14, S15, S16, S19..
7. Current Topics in Marketing, F08
8. Marketing Research: S96, F97, F98.
9. Internet Marketing: S98*, S99*, S00*, S01*
10. Markstrat Simulation: F97, F98.
11. Doctoral Proseminar in Marketing, F98*, F00*, F04*, F06*, S09*, F15*, F18*
12. Immersion in Strategic Brand Management, S99*, S00, S01, S04, S05, S06, S07.
13. Pricing and Strategy, S99.
14. Applied Econometric Methods in Marketing (Doctoral), F01
15. Marketing Engineering, F02 (Duke).
16. Marketing Strategy and Engineering, F02 (CCMBA) Duke
17. EMBA Course on MarkStrat Simulation, S01.

*: Co-taught

June 2022