

NANDA KUMAR

Assoc. Professor of Marketing

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Education

Ph.D., University of Chicago, Graduate School of Business, 2000
(Duncan Simester (co-chair), Surendra Rajiv (co-chair), Abel Jeuland, Eric Anderson, Pradeep Chintagunta)

M.S. Computer Science
Department of Computer Science and Electrical Engineering
University of Maryland, MD

B.Engg. Computer Science and Technology (First Class)
Department of Computer Science and Electrical Engineering
University of Calcutta, India

Honors and Awards

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| 2003 | Outstanding Graduate Teaching Award , School of Management, UTD, 2003 |
| 2003 | Honorable Mention Davidson Award for the paper published in <i>Journal of Retailing</i> , 2001 |
| 1997 | AMA Doctoral Consortium Fellow, University of Cincinnati, 1997 |
| 1994-97 | University of Chicago, Fellowship |
| 1991-92 | Graduate Research and Teaching Scholarship, University of Maryland |
| 1983-90 | National Talent Search Scholarship, National Council of Educational Research and Training (NCERT), India. |

Published Work

- “Effective Category Management Depends on the Role of the Category,” with Sanjay Dhar and Steve Hoch, Lead Research Article in *Journal of Retailing*, v77, Summer 2001, pp. 165-184.
- “Effectiveness of Trade Promotions: Analyzing the Determinants of Retail Pass Through,” with Surendra Rajiv and Abel Jeuland, Lead Research Article in *Marketing Science*, v20, Fall 2001, pp. 382-404.
- “Comment on Revisiting Dynamic Duopoly with Consumer Switching Costs”, with Eric Anderson and Surendra Rajiv, *Journal of Economic Theory*, v116, n1, 2004, pp. 177-186.
- “Using Basket Information for Intelligent Supermarket Pricing”, with Ram Rao, *Marketing Science*, v25, n2, 2006, pp. 188-199.
- On Complementing the Retail Channel with a Direct Online Channel, with Ranran Ruan, *Quantitative Marketing and Economics*, September 2006, pp. 289-323
- On Customized Products, Standard Products and Competition, with Niladri Syam, *Marketing Science*, v25, n5, 2006, pp. 525-537.

- Price Competition with Repeat, Loyal Buyers, with Eric Anderson, forthcoming at *Quantitative Marketing and Economics*

Papers under Review

- 1) Vendor Selection in a Supply Chain: Quality and Clientele Effects, with Suresh Radhakrishnan and Ram Rao, under review at *Management Science*, 3rd Round revision to be submitted.
- 2) Pricing Models for Internet Advertising, with Kursad Asdemir and Varghese Jacob, under review at *Information Systems Research*, 2nd Round
- 3) Strategic Analysis of Value Creation with Information Technology, with Rajiv Banker and Hasan Cavusoglu, under review *Management Science*, 2nd Round revision to be submitted
- 4) Analyzing the Impact of Peer-to-Peer Networks on the Market for Content Provision and Distribution, with Monica Johar and Vijay Mookerjee, submitted to *Management Science*

Working Papers

- 5) Characteristics of Information Technology and First-Mover Advantage, with Rajiv Banker and Hasan Cavusoglu
- 6) Supermarket Competition, Value of Analyzing Shopping Basket Data and Store Positioning, with Seongwon Jeon and Ram Rao

Work in Progress

- 7) Acknowledging that an Entrant is a Competitor: Why Incumbents May Defer Defensive Responses, with Duncan Simester, MIT, status: Manuscript under Preparation
- 8) Competitive Promotional Strategies with Consumer Stockpiling and Strategic Consumers, with Manish Gangwar, status: Manuscript under preparation
- 9) Technological Innovation and Compatibility Choice under Asymmetric Information, with V. Padmanabhan, Surendra Rajiv and Kannan Srinivasan, status: Analysis in Progress
- 10) Co-Creation, Customization and Competition, with Niladri Syam and Pradeep Bhardwaj, status: Analysis in Progress
- 11) Private Label Quality: Regular or Premium?, with Suresh Radhakrishnan and Ram Rao, UTD, status: Analysis in Progress
- 12) Impact of Infomediaries on Channel Strategies, with Abel Jeuland, status: Analysis in Progress
- 13) On Managing Search Time: Should Online Sellers Provide Product Information Quickly?, with Debra Manica and Vijay Mookerjee, status: Analysis in Progress
- 14) Role of Commitment Devices in Co-Created Products, with Pradeep Bhardwaj and Niladri Syam, status: Analysis in Progress

Invited Talks/Conference Presentations

- “On Customized Products, Standard Products and Competition”, Singapore Management University, Singapore, September 2005
- “On Customized Products, Standard Products and Competition”, National University of Singapore, Singapore, September 2005
- “Market Segmentation Strategies of Multiproduct Firms”, Invited Discussant, Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, Berkeley, CA, June 2005
- “Using the Compensation Scheme to Signal the Ease of a Task”, Invited Discussant, Quantitative Marketing and Economics (QME), Harvard University, Boston, MA, November 2004
- “Advertising Budgets in Competitive Environments”, Invited Discussant, Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, Berkeley, CA, July 2004
- “On Customized Products, Standard Products and Competition”, Marketing Science Conference, Rotterdam, June 2004
- “On Customized Products, Standard Products and Competition”, University of Minnesota, April 2004
- “On Customized Products, Standard Products and Competition”, Washington University, St. Louis, March 2004
- “Effect of Loyalty Card Programs on Supermarket Prices”, Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, Berkeley, CA, June 2003.
- “Competitive Promotional Strategies with Consumer Stockpiling”, Marketing Science Conference, University of Maryland, Greenbelt, MD, June 2003.
- “On Strategic Pricing and Complementing the Retail Channel with a Direct Internet Channel”, Pricing Conference, Cornell University, Ithaca, NY, September 2002.
- “Complementing the Retail Channel with a Direct Online Channel”, Marketing Science Conference, University of Alberta, Edmonton, Canada, June 2002
- “On Internet and Hybrid Distribution Strategies: Implications for Global Distribution,” International Conference on Globalization of Business and Markets, MDI, Gurgaon, India, December 2001.
- “Competitive Dynamics of Price Promotions”, Marketing Science Conference, Wiesbaden, Germany, July 2001.
- “Supplier of Private Label: National Brand Manufacturer or Third Party Supplier?” Marketing Science Conference, UCLA, June 2000.
- “Determinants of Retail Pass-Through?” Marketing Science Conference, UCLA, June 2000.
- “Price Promotions as Mixed Strategy Equilibria of Static Games?: An Empirical Test and Some Modeling Implications”, Marketing Science Conference, Syracuse University, May 1999.
- “Quality Uncertainty in Differentiated Products: Its Influence on Defensive Pricing and Informative Advertising Strategies”, Marketing Science Conference, *INSEAD*, Paris, July 1998.
- “Advertising Trade Promotions: The Complementary Roles of ‘Pull’ and ‘Push’ Strategies” Marketing Science Conference, *INSEAD*, Paris, July 1998.
- “Comparative Advertising: A Double Edged Sword”, Marketing Science Conference, Berkeley, CA, March, 1997.

Professional Experience

- 1999-Present Assistant Professor of Marketing, School of Management, UTD
- 1994-99 Teaching Assistant, University of Chicago: Marketing Management, Marketing Channels, Pricing, Regression Analysis, Marketing Research
- 1992-94 Consultant: Seta Corporation, Mclean, VA
- 1990-92 Instructor: Introduction to Computer Science, University of Maryland
Instructor: Programming in C, University of Maryland

Research Interests

Uncertainty and Competitive Strategies.
Channels of Distribution.
Pricing
Advertising

Teaching Interests

Marketing Management, Database Marketing, Marketing Channels, Pricing.

Doctoral Supervision

- **Ranran Ruan (Marketing), Co-Chaired** with Prof. Ram Rao, Fall 2002
- **Hasan Cavusoglu (MIS), Co-Chaired**, with Prof. Rajiv Banker, Summer 2003
- **Hurrem Yilmaz (Marketing)**, Summer 2003
- **Kursad Asdemir (MIS), Co-Chair** with Prof. Varghese Jacob, 2004

Current Doctoral Students

- **Seungwon Jeon (Marketing), Monica Johar (IS), Manish Gangwar (Marketing)**

Editorial Activities

- Editorial Board, **Marketing Science**
- Editorial Board, **Review of Marketing Science**
- Ad-hoc reviewer, **Management Science**
- Ad-hoc reviewer, **Marketing Science**
- Ad-hoc reviewer, **Journal of Marketing Research**
- Ad-hoc reviewer, **Journal of Retailing**
- Ad-hoc reviewer, **Annals of Operations Research**
- Ad-hoc reviewer, **Operations Research**
- Ad-hoc reviewer, **International Journal of Research in Marketing**
- Ad-hoc reviewer, **Canadian Journal of Administrative Science**

Professional Affiliations

Member of the Institute of Management Science (TIMS) and Operations Research Society of America (ORSA).

References: Available Upon Request