

Rajkumar Venkatesan (Raj)

University of Virginia
Darden Graduate School of Business
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EDUCATION

Doctor of Philosophy, Marketing, University of Houston, 2002.

Bachelor of Engineering, Computer Science, University of Madras, India, 1997.

ACADEMIC EXPERIENCE

Ronald Trzcinski Professor, University of Virginia (Darden), 2016-present.

Visiting Professor, Indian School of Business, 2015-present.

Visiting Professor, Syracuse University, 2017-present.

Bank of America Research Professor, University of Virginia (Darden), 2013-2016.

Bank of America Research Associate Professor, University of Virginia (Darden), 2009- 2013.

Associate Professor, University of Virginia (Darden), 2006 – 2009.

Assistant Professor, University of Connecticut, 2002 – 2006.

Instructor In-Residence, University of Connecticut, 2001- 2002.

AWARDS AND RECOGNITIONS

Inaugural Winner, ISBM David T. Wilson-Sheth Award for Long Term Contribution to B2B Marketing, 2016.

Area Editor, Journal of Marketing, Journal of Academy of Marketing Science, International Journal of Research in Marketing.

Best Area Editor, Journal of Marketing, 2015, 2016.

Finalist, Harold Maynard Award Best Paper Award, Journal of Marketing, 2011.

Finalist, Best Paper Award, International Journal of Research in Marketing, 2011.

Invited Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, 2004, 2009, 2012, 2013, 2018.

Top 40 Business Professors under 40, Poets and Quants, 2011.

Best Reviewer Award, Journal of Interactive Marketing, 2010, 2013.

Young Scholars Program, Marketing Science Institute 2009, Recognized as one of the top 20+ scholars in Marketing.

Nominee, Outstanding Faculty Award, Darden School of Business, 2009.

Finalist, Inform Society for Marketing Science, Practice Prize Award, 2006.

Winner, 2005 Don Lehman Award for Best Dissertation based article published in an AMA Journal.

Winner, 2005 UConn School of Business, Best Article Award.

Winner, Alden G. Clayton Dissertation Proposal Award, Marketing Science Institute, 2001.

Winner and Outstanding Submission Award, Institute For Study of Business Markets, Doctoral Support Award Competition, 2001.

Winner, Best Paper Award--Market Intelligence, Market Research and Organizational Learning Process track, AMA Winter Educator's Conference, 1999.

AMA-Sheth Foundation Doctoral Consortium Fellow, 2001.

MBA Teacher of the Year (Marketing, 2004-2005), Voted by UConn Full Time MBA Students.

Co-Chair, AMA-Sheth Foundation Doctoral Consortium, 2005.

Co-Chair, Southwest Doctoral Consortium, University of Houston, 2001.

RESEARCH

Book

Venkatesan, Rajkumar, Paul Farris and Ron Wilcox (2014), *Cutting Edge Marketing Analytics: Real World Cases and Datasets for Hands On Learning*. Pearson/FT Press, NY, NY.

Refereed Publications

1. Serhiyenko, Volodymyr, Ravishanker, Nalini, and Venkatesan, Rajkumar. (2018), "Multi-stage multivariate modeling of temporal patterns in prescription counts for competing drugs in a therapeutic category," *Applied Stochastic Models in Business and Industry*, 34(1), 61-78.
2. Lurie, N.H., Berger, J., Chen, Z., Li, B., Liu, H., Mason, C.H., Muir, D.M., Packard, G., Pancras, J., Schlosser, A.E. Sun, B. and Venkatesan, R (2018), "Everywhere and at All Times: Mobility, Consumer Decision-Making, and Choice," *Customer Needs and Solutions*, 1-13.
3. Venkatesan, Rajkumar (2017), "Executing on a Customer Engagement Strategy," *Journal of Academy of Marketing Science*, 45, 289-293.
4. Pandya, Sonal, and Rajkumar Venkatesan, (2016), "French Roast: Consumer Responses to International Conflict - Evidence from Supermarket Scanner Data," *The Review of Economics and Statistics*, 98(1), 42-56.

5. Venkatesan, Rajkumar, Paul Farris, Leandro A. Guissoni, and Marcos Fava Neves (2015), "Consumer Brand Marketing through Full- and Self-Service Channels in an Emerging Economy," *Journal of Retailing*, 91(4), 644-659.
6. Petersen, Andrew, Rajkumar Venkatesan, and Farnoosh Khodakarani (2015), "Developing Donor Relationships: The Role of Breadth of Giving," *Journal of Marketing*, 79(4), 77-93.
7. Neslin, Scott A., Kinshuk Jerath, Anand Bodapati, Eric T. Bradlow, John Deighton, Sonja Gensler, Leonard Lee, Elisa Montaguti, Rahul Telang, Raj Venkatesan, Peter C. Verhoef & Z. John Zhang (2014), "Interrelationships Between Brand and Channel Choice," *Marketing Letters*, 25 (3), 319-330
8. Baik, Alicia, Rajkumar Venkatesan, and Paul Farris (2014), "Mobile Shopper Marketing: Assessing the Impact of Mobile Technology on Consumer Path to Purchase." *Shopper Marketing and the Role of In-Store Marketing (Review of Marketing Research)*, 11, 1-25.
9. Venkatesan, Rajkumar and Paul Farris (2012), "Coupons are Not Just for Cutting Prices," *Harvard Business Review*, May, 32.
10. Venkatesan, Rajkumar and Paul Farris (2012), "Measuring and Managing Returns from Retailer-Customized Coupon Campaigns," *Journal of Marketing*, 76(1), 76-94.
11. Rust, Roland, V. Kumar and Rajkumar Venkatesan (2011), "Will the Frog Change into a Prince?: Predicting Future Customer Profitability," *International Journal of Research in Marketing*, 28(4), 281-294.
Lead Article, Finalist, Best Paper Award, International Journal of Research in Marketing.
12. Venkatesan, Rajkumar (2011), "A Comment on 'On Estimating Current-Customer Equity Using Company Summary Data'," *Journal of Interactive Marketing*, 25(1), 23-24.
13. V. Kumar, Eli Jones, Rajkumar Venkatesan, and Robert P. Leone (2011), "Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing," *Journal of Marketing*, 75(January), 16-30.
Finalist, Harold H. Maynard, Best Paper Award, Journal of Marketing.
14. Kumar, V., Lerzan Aksoy, Bas Donkers, Rajkumar Venkatesan, Thorsten Wiesel and Sebastian Tillmanns (2010), "Undervalues or Overvalued Customers: Capturing Total Customer Engagement Value," *Journal of Service Research*, 13(3) 297-310.
15. Phatak, Bhavik, Ram Gopal, Robert Garfinkel, Rajkumar Venkatesan, and Fang Yin (2010), "Empirical Analyses of the Value of Recommender Systems," *Journal of Management Information Systems*, 27(2), 159-188.
16. Verhoef, Peter C., Rajkumar Venkatesan, Leigh McAllister, Edward C. Malthouse, Manfred Kraft, and Shankar Ganesan (2010), "CRM in Data Rich Multi-channel Retailing Environments: A Review and Future Research Directions," *Journal of Interactive Marketing*, 24, 124-137.
17. Kumar, V., Rajkumar Venkatesan, Tim Bohling and Denise Beckmann (2008), "The Power of CLV: Managing Customer Lifetime Value at IBM," *Marketing Science*, 27(4), 585-599.

Finalist, Informa Society for Marketing Science, Practice Prize Award.

18. Kumar V., Rajkumar Venkatesan, and Werner Reinartz (2008), "Performance Implications of Adopting a Customer Focused Sales Campaign," *Journal of Marketing*, 72(5), 50-68.
19. Rajkumar Venkatesan, V. Kumar, and T. Bohling (2007), "Optimal CRM Using Bayesian Decision Theory; An Application to Customer Selection," *Journal of Marketing Research*, 44(4), 579-594.
20. Venkatesan, Rajkumar, Kumar Mehta, and Ravi Bapna (2007), "Do Market Characteristics Impact the Influence of Retailer Characteristics on Online Prices?" *Journal of Retailing*, 83(3), 309-324.
21. Rajkumar Venkatesan, V. Kumar, and Nalini Ravishanker (2007), "The Impact of Customer-Firm Interactions on Customer Channel Adoption Duration," *Journal of Marketing*, 71(2), 114-132.
22. Venkatesan, Rajkumar, Kumar Mehta, and Ravi Bapna (2006), "Understanding the Confluence of Retailer Characteristics, Market Characteristics and Online Pricing Strategies," *Decision Support Systems*, 42(3), 1759-1775.
23. Kumar V, Denish Shah, and Rajkumar Venkatesan (2006), "Managing Retailer Profitability- One Customer at a time," *Journal of Retailing*, 82(4), 309-324.
24. Berger, Paul D. Naras Eechambadi, Morris George, Donald R. Lehmann, Ross Rizley, and Rajkumar Venkatesan (2006), "From CLV to Shareholder Value: Theory, Empirical Evidence, and Issues for Future Research," *Journal of Service Research*, 9(2), 156-167.
25. Kumar, V., Rajkumar Venkatesan, and Werner J. Reinartz (2006), "Knowing What to Sell When to Whom," *Harvard Business Review*, March, 131-145.
26. Kumar, V., and Rajkumar Venkatesan (2005), "Who are the Multichannel Shoppers and How do they Perform?: Correlates of Multichannel Shopping Behavior," *Journal of Interactive Marketing*, 19(2), 44-62.
Finalist, Best Paper Award, Journal of Interactive Marketing.
27. Venkatesan, Rajkumar, Trichy V. Krishnan and V. Kumar (2004), "Evolutionary Estimation of Macro-Level Diffusion Models using Genetic Algorithms," *Marketing Science*, 23(3), 451-464.
28. Venkatesan, Rajkumar, and V. Kumar (2004), "A Customer Lifetime Value Framework for Customer Selection and Resource Allocation Strategy," *Journal of Marketing*, 68(October), 105-125.
Inaugural Winner, ISBM David T. Wilson-Sheth Award for Long Term Contribution to B2B Marketing.
Winner, Don Lehmann Award, Best Dissertation Based Article.
29. Venkatesan, Rajkumar and V. Kumar (2002), "A Genetic Algorithms Approach to Forecasting of Wireless Subscribers," *International Journal of Forecasting*, 18 (October-December), 625-646.
30. Kumar, V. Anish Nagpal and Rajkumar Venkatesan (2002), "MSHARE: A Framework for Forecasting Market share in Wireless Communication Industry," *International Journal of Forecasting*, 18 (October-December), 583-603.

Book Chapters

1. Serhiyenko, Volodymyr, Nalini Ravishanker, and Rajkumar Venkatesan (2015), "Approximate Bayesian Estimation for Multivariate Count Time Series Models." *Ordered Data Analysis, Modeling and Health Research Methods*. Springer International Publishing, 155-167.

2. Ravishanker, Nalini, Rajkumar Venkatesan, and Shan Hu (2015), "Dynamic models for time series of counts with a marketing application." *Handbook of discrete-valued time series*, 1-10.
3. Venkatesan, Rajkumar (2015), *Customer Lifetime Value Based Resource Allocation*, in **Handbook of Research on Customer Equity in Marketing**, V. Kumar and Denish Shah Eds., Edward Elgar.
4. Venkatesan, Rajkumar (2012), "Marketing Strategy: Customer," in *Legends in Marketing*, Volume Editor, Sage Publications.
5. Venkatesan, Rajkumar, V. Kumar and Werner Reinartz (2011), "Customer Relationship Marketing (CRM) in Business Markets," in *Handbook of Business to Business Marketing*, Gary Lilien and Rajdeep Grewal Eds., Forthcoming.
6. Reinartz, Werner and Rajkumar Venkatesan (2008), Decision Models for Customer Relationship Management (CRM), in *Handbook of Marketing Decision Making*, Berend Wirenga Eds., International Series in Operational Research and Management Science, Springer Science and Business Media.

Research Grants

3M

\$30,000 grant for conducting research on Analytics Orientation, 2017.

\$30,000 grant for conducting research on AI in Marketing, 2019.

Marketing Science Institute

\$13,000 grant for conducting research on customizing mobile loyalty programs, with Joseph Pancras, and Bin Li, 2013.

\$16,000 grant for conducting Research on Marketing Productivity, with V. Kumar and Werner J. Reinartz, 2002.

\$5,000 grant for research on Integrated Marketing Strategies for Maximizing Customer Equity, with V. Kumar, 2001.

Bankard Fund for Political Economy, University of Virginia

\$50,000 grant for conducting research on the relationship among Terrorism, Consumer Reactions, and Public Diplomacy, with Sonal Pandya, and Adam Hughes, 2015.

Teradata Center for CRM, Duke University

\$7,500 grant for research on Marketing Productivity, with V. Kumar and Werner J. Reinartz, 2003.

\$10,000 grant from Teradata Center, Duke University, for research on Integrated Marketing Strategies for Maximizing Customer Equity, with V. Kumar, 2001.

Institute for Study of Business Markets, Pennsylvania State University

\$7,000 for research on Integrated Marketing Strategies for Maximizing Customer Equity, with V. Kumar, 2001.

Center for International Business and Economics Research, University of Connecticut

\$5,000 grant for conducting Research on Customer Retention and Salesperson Service Quality in International Markets, 2003.

\$5,000 grant for conducting Research on Multinational Diffusion Models, 2005.

Batten Institute, Darden, University of Virginia

\$18,000 grant for conducting research on customer collaboration and organic growth, 2007.

Invited Presentations at Academic Institutions

Michigan State University	University of Maryland
University of Buffalo	University of Cologne
University of Delaware	Iowa State University
Kent State University	University of North Carolina, Chapel Hill
University of Western Ontario	University of Wisconsin, Madison
Babson College	Temple University
University of Texas, Austin	Penn State University
University of Minnesota	University of Illinois
University of Groningen	University of Washington

Invited Presentations at Practitioner Conferences and Meetings

2016

“Building a Data Analytics Orientation,” Teradata Partners Conference, Atlanta, Georgia.

“Building a Data Analytics Orientation,” Marketing Science Institute, Member to Member, Webinar Series..

“Bridging Strategy and Analytics,” Corning Intelligence Forum, Corning, NY.

“Bridging Strategy and Analytics,” Workshop for HBO executives, New York City.

2015

“Building a Sustainable Analytics Enterprise,” Teradata Segment of One Marketing Conference, Las Vegas.

2014

“Media Attribution Models,” Explore Learning Marketing Leadership Meeting, Charlottesville.

“Myths Shattered by Big Data,” Analytics that Excite, Big Data Conference in Cleveland.

2013

“Five Myths Shattered by Big Data,” University of Delaware, Big Data Conference.

“Return on Marketing,” Corporate Seminar in India.

2010

“Multichannel Marketing,” Plow and Hearth Executive Committee Meeting.

2004

“Metrics for Profitable Customer Management,” Direct Marketing Association, Research Council Seminars, September.

2003

“Tools for Understanding Customer Lifetime Value,” Direct Marketing Association, Research Council Seminars, June.

“Designing Profitable Loyalty Programs,” Presentation to MGM-Mirage, Las-Vegas, July.

TEACHING EXPERIENCE

Darden Graduate School of Business, University of Virginia

First Year Marketing (MBA Required Course), Fall 2006 -2013

Marketing Analytics (MBA Elective), Spring 2007,2008 -present

Marketing Analytics (Coursera MOOC), Fall 2015-present.

Strategic Marketing Management (Executive Education), Spring 2007-2015

Leading Organic Growth (Executive Education), Fall 2007-2010

Management Development Program (Executive Education), Summer 2008-2017.

HWZ EMBA for Marketing (Executive Education), Fall 2008-present.

Social Media Marketing (Executive Education), Fall 2010-2012.

Strategic Analytics Leadership (Executive Education), Fall 2015-present.

ISBM, Penn State University

“Metrics and Statistical Models in B2B CRM,” IPSS PhD seminar series, Spring 2016.

Indian School of Business (ISB)

Brand Management, Spring 2016

Strategic Customer Analytics, Spring 2017, 2018

Syracuse University

Marketing Analytics, Fall 2017, Spring 2018

School of Business, University of Connecticut:

Database Marketing (MBA Elective), Spring 2002, 2003, 2005.

Marketing Research (MBA Elective), Fall 2002, 2004.

Marketing Models (Ph.D. Seminar), Spring 2003, Fall 2005.

Marketing Research (Undergraduate Elective), Fall 2003, Spring 2004.

Bayesian Data Analysis (Ph.D. Seminar), Summer 2004.

Bauer College of Business, University of Houston:

Database Marketing (Undergraduate Elective), Fall 2000.

Published Case Studies

- Venkatesan, R., Craddock, J., Nagji, N. (2018). *Automation of Marketing Models*. Case Number: M-0965
- Venkatesan, R., Craddock, J., "Driverless Trucks at Ford: Cruising into a Compromised Brand Identity?". Case Number: M-0967.
- Venkatesan R, Jenny Craddock, and Kyle Brodie, *Tackling Low Completion Rates—A Compare.com Conundrum (A, B, C)*, UVA-M-0949.
- Venkatesan, R., *Marketing Analytics Resource Allocation (VIDEO PLAYLIST) Part 1, 2*, UVA-M-0946.
- Venkatesan, R, Paul Farris, and Gerry Yemen (2016), *Leonardo: Indianizing Olive Oil*. UVA-M-0904.
- Venkatesan, R (2016). *Have Text Will Travel: Can Airbnb Use Review Text Data to Optimize Profits?* UVA-M-0897.
- Isabella, Lynn A., Gerry Yemen, Nirja Matto, R. Venkatesan, Andrew Wicks (2016), *Shri Mahila Griha Udyog Lijjat Papad: It's a Women-Only Business*. UVA-OB-1091.
- Venkatesan, R. Gerry Yemen, S. Sriram (2015). *The Times of India: Start the Presses*. UVA-M-0877.
- Raz, Gal, Elliot N. Weiss, R. Venkatesan, Samuel Bodily, Gerry Yemen (2014). *Picante Mexican Grill: A New Delhi Experience*. UVA-OM-1520.
- Farris, P. W., Venkatesan, R. (2014). *Implementing Marketing Analytics*. UVA-M-0869.
- Wilcox, R. T., Venkatesan, R. (2014). *Retail Relay (C)*. UVA-M-0868.
- Venkatesan, R., Gibbs, S. (2014). *Segmentation at Sticks Kebab Shop*. UVA-M-0866.

- Venkatesan, R., Gibbs, S. (2014). *VinConnect, Inc.: Digital Marketing Strategy*. UVA-M-0864.
- Venkatesan, R., Gibbs, S. (2014). *VinConnect, Inc.: Digital Marketing Strategy (SPREADSHEET)*. Darden Business Publishing.
- Farris, P. W., Venkatesan, R. (2014). *A Resource-Allocation Perspective for Marketing Analytics*. UVA-M-0861.
- Bodily, S. E., Venkatesan, R. (2014). *Dunia Finance LLC (B)*. UVA-M-0862.
- Bodily, S. E., Venkatesan, R. (2014). *Dunia Finance LLC (B) (SPREADSHEET)*. UVA-M-0862.
- Bodily, S. E., Venkatesan, R. (2014). *Dunia Finance LLC (C)*. UVA-M-0863.
- Venkatesan, Rajkumar, George Michie, and Shea Gibbs (2013). *Paid Search Advertising*. UVA-M-0860.
- Rajkumar Venkatesan, and Shea Gibbs (2013). *Logistic Regression*. UVA-M-0859.
- Rajkumar Venkatesan, and Shea Gibbs (2013). *Multiple Regression and Marketing-Mix Models*. UVA-M-0855.
- Rajkumar Venkatesan, Paul Farris, and Shea Gibbs (2013). *The Tata Nano: The People's Car (Abridged)*. UVA-M-0850.
- Rajkumar Venkatesan and Kelly Ateya (2012). *Cardagin: Local Mobile Rewards*. UVA-M-0825.
- Rajkumar Venkatesan, and Dan Shively (2012). *Netflix: The Customer Strikes Back*. UVA-M-0834.
- Paul Farris, Rajkumar Venkatesan, and Dustin Moon (2012). *Transformation of Marketing at the Ohio Art Company (A+B)*. UVA-M-0833, UVA-M-0833TN.
- Rajkumar Venkatesan (2011). *Design of Price and Advertising Elasticity Models*. UVA-M-0805.
- Farris, Paul, Rajkumar Venkatesan and Ivy Zukerman (2010). *Svedka Vodka (A-B)*. UVA-M-0774, UVA-M-0775
- Farris, Paul, Rajkumar Venkatesan and Ivy Zukerman (2011). *Svedka Vodka (C)*. UVA-M-0776, UVA-M-0776 TN.
- Rajkumar Venkatesan (2009). *Catalina Marketing Corporation: Developing a Retailer Value Proposition (Media)*. UVA-M-0764M, UVA-M-0764TN
- Giandomenico Sarolli and Rajkumar Venkatesan (2008). *DVD Wars: Netflix versus Blockbuster*. UVA-M-0763, UVA-M-0763TN.
- Rajkumar Venkatesan (2008). *A Note on the Marketing Analytics Course at Darden*. UVA-M-0767.

- Paul Farris, Amy Lemley, Rajkumar Venkatesan, and N. Raghu Kishore (2008). *Tata Nano: The People's Car*. UVA-M-0768, UVA-M-0768TN.
- Paul Farris, Mark Parry, and Rajkumar Venkatesan (2009). *The Seven Questions of Marketing Strategy*. UVA-M-0779.
- Paul Farris, and Rajkumar Venkatesan (2008). *Advertising Experiments at the Ohio Art Company*. UVA-M-0752.
- Paul Farris and Rajkumar Venkatesan (2008). *Ukrops Savings Spot*. UVA-M-0753
- Rajkumar Venkatesan (2007). *Cluster Analysis for Market Segmentation*. UVA-M-0748, Technical Note.
- In Essentials of Marketing Research (1999, and 2002), by Kumar, Aaker and Day, 1st Ed.
 - "Caring Children's Hospital,"
- In International Marketing Research (2000), Kumar, 1st Ed.
 - "Dell in Latin America?"
 - "Phillip Morris Enters Turkey,"
 - "Global Worker Stereotypes,"
 - "Blockbuster Marches Ahead,"

SERVICE

Darden

- Director, MBA/MSDS Dual Degree Program, 2017-present.
- Member, Appointments Committee, 2017-present.
- Area Coordinator, Marketing, 2014-present.
- Term Lead (India), GEMBA, 2014-2017.
- Term Lead (San Francisco), GEMBA, 2015-present.
- Member, Dean Search Committee, 2015.
- Course Head, Innovation, Entrepreneurship, and Growth, GEMBA, Term 6, 2013
- Chair, Research and Course Development Committee, 2011-2014.
- Teaching Team, Darden Days, 2011, Opening Week Case on Globalization, 2011
- Member, Design Team, Global Executive MBA (GEMBA) Program, 2011
- Section Faculty Representative, MBA Program, 2010-2013

- Organizer, Dana Clyman Seminar Series, 2006-2010
- Member, Task Force on Faculty Value Proposition, 2007
- Member, Marketing Area Recruiting Committee, 2006-present.

Academic Community

- President, AMA Marketing Research Special Interest Group, 2014-2016.
- Area Editor, Journal of Marketing, Journal of Academy of Marketing Science, International Journal of Research in Marketing
- Member, Editorial Review Board
 - Journal of Marketing Research
- Ad Hoc Reviewer:

Marketing Science, Management Science, Information Systems Research, Journal of Retailing, Journal of Business Research, Marketing Letters, Journal of Service Research, IEEE Transactions on Evolutionary Computation
- Conference Chair, *Marketing Resource Allocation: Moving From Analytics to Action*, Marketing Science Institute
- Track Chair,
 - Marketing Analytics, Winter Marketing Educators Conference, 2011
 - Marketing Strategy, European Marketing Association Conference, 2008
- External Tenure Letter Writer
 - University of North Carolina, Chapel Hill, University of Missouri, University of Connecticut, University of California, Davis, University of Illinois, Urbana-Champaign, Texas A&M University, Georgetown University, Northeastern University, Western Ontario University, Georgia State University, University of Washington.
- External Thesis Advisor of Doctoral Students
 - Farnoosh Khodakarami, University Of North Carolina, Chapel Hill
 - Michaela Alina Nastasoiu, Western Ontario University