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Citizenship: American

Education

1986	Ph.D. in Business Columbia University
1982	MPhil in Business Columbia University
1976	MBA Andhra University
1974	Bachelor of Science Andhra Loyola College

Position(s) Held

2013 - Now	Professor of Marketing Marketing Area Coordinator Director, Center for Marketing Excellence Academic Director, LVMH-SMU Asia Luxury Brand Initiative Lee Kong Chian School of Business Singapore Management University
2009 - 2013	Professor of Marketing Associate Dean, Lee Kong Chian School of Business, Singapore Management University Director, Center for Marketing Excellence Lee Kong Chian School of Business, Singapore Management University
2007 - 2009	Group Head, Corporate Strategy and Leadership Development. Maytas Holdings
1989 - 2008	Terry College of Business, University of Georgia --2001- Aug 2007: Director, Coca Cola Center for Marketing Studies --2002 - Aug 2008: Robert O. Arnold Professor of Business --1997 - 2002: Professor of Marketing --1989-1997: Associate Professor and C. Herman and Mary Virginia Terry Research Fellow since 1992.
1998 - 1999	Visiting Professor, Graduate School of Business, Stanford University
1988 - 1989	Visiting Associate Professor John E. Anderson Graduate School of Management, University of California, Los Angeles
1983 - 1989	Stern School of Business, New York University 1988 - 1989 Associate Professor of Marketing 1983 - 1988: Assistant Professor of Marketing

Awards, Recognition and Honors

- MBA Teaching Excellence (Appreciation in Years to Come) Award 2014, 2014
- Nominated for Teaching Excellence in Executive Development (one of 3 at SMU), 2014
- IBM SUR grant for studying Innovation Conversion, 2007 - 2008
- Nominated for the MBA Teacher of the Year 1999 2000 2002 2005, 2005
- Chief Marketing Officer (CMO) Asia's Best Professor in Marketing, 2010
- Consortium Faculty, AMA Doctoral Consortium 1987, 1999, 2002, 2005
- Winner of the Donald R. Lehmann Award for the Outstanding Dissertation Based Article in Marketing Research published in Journal of Marketing or Journal of Marketing Research. , 2001

Research Interests

- Digital and Social Media Marketing
Marketing and Business Innovation in Asia
Branding Strategy

Journal Articles (Refereed)

1. "A Network Bidder Behavior Model in Online Auctions: A case of Fine Art Auctions", by Mayukh DASS, Srinivas K. REDDY, and Dawn IACOBUCCI, 12/2014, 90, 4, *Journal of Retailing*, 445-462
2. "Social Networks among Auction Bidders: The Role of Key Bidders and Structural Properties on Auction Prices", by Mayukh DASS, Karempudi Srinivas REDDY, and Dawn IACOBUCCI, 05/2014, 37, *Social Networks*, 14-28
3. "Ratings Lead You To The Product, Reviews Help You Clinch It : The Dynamics and Impact of Online Review Sentiments on Products Sales", by Nan HU, Noi Sian KOH, and Karempudi Srinivas REDDY, 01/2014, 57, *Decision Support Systems*, 42-53
4. "Spillover Effects of Ingredient Branded Strategies on Brand Choice: A Field Study", by Swaminathan VANITHA, Karempudi Srinivas REDDY, and Sara Loughran DOMMER, 2012, *Marketing Letters*, 23, 237-251
5. "Art for Reward's Sake: Visual Art Recruits Ventral Striatum", by Simon LACEY, Henrik HAGVEDT, Vanessa PATRICK, Amy ANDERSON, Randall STILLA, Gopikrishna DESHPANDE, Hu XIAOPING, Joao SATO, Karempudi Srinivas REDDY, and Krish SATHIAN, 2011, 55, *NeuroImage*, 420-433
6. "An Investigation of Value Updating Bidders in Simultaneous Online Art Auctions", by Mayukh DASS, Lynne SEYMOUR, and Srinivas K. REDDY, 2010, *Journal of Probability and Statistics*
7. "An interview with Vinita Bali, MD and CEO of Britannia India Ltd", by Karempudi Srinivas REDDY, 2010, *Marketing Intelligence Review*, 52-60
8. "An Analysis of Price Dynamics, Bidder Networks and Market Structure in Online Art Auctions", by Mayukh DASS and Karempudi Srinivas REDDY, 2008, *Statistical Methods in e-Commerce Research*, 105-129
9. "Viewing Art Images Activates Reward and Affective Circuitry", by K SATHIAN, Simon LACEY, Amy ANDERSON, Randall STILLA, Randall STILLA, Henrik HAGVEDT, Vanessa PATRICK, and

Karempudi Srinivas REDDY, 2008, *Society for Neuroscience Abstracts* 189.10

10. "Consumer Evaluations of Corporate Brand Deployments", by Anupam JAJU, Christopher JOINER, and Srinivas K. REDDY, 2006, 34, 2, *Journal of the Academy of Marketing Science*, 206-215
11. "Modeling Online Art Auction Dynamics Using Functional Data Analysis", by Mayukh DASS and Karempudi Srinivas REDDY, 05/2006, 21, 2, *Statistical Science*, 179-193
12. "The Impact of Brand Extension Introduction on Consumer Choice", by Swaminathan VANITHA, Richard J FOX, and Karempudi Srinivas REDDY, 10/2001, 65, 4, *Journal of Marketing*, (Lead Article) 1-15
13. "The Impact of Parent Brand Attribute Beliefs and Affect on Brand Extension Evaluation", by Reddy SRINIVAS and Bhat SUBODH, 09/2001, 53, 3, *Journal of Business Research*, 111-122 (Lead Article)
14. "Affinity Partnering: Conceptualization and Issues", by Swaminathan VANITHA and Karempudi Srinivas REDDY, 2000, *Handbook of Relationship Marketing*, 381-406
15. "Measuring and Modeling the Effects of Buyer/Seller Relationships in Corporate Financial Services Markets", by Karempudi Srinivas REDDY and John CZEPIEL, 1999, 46, *Journal of Business Research*, 235-244
16. "Symbolic and Functional Positioning of Brands", by Bhat SUBODH and Karempudi Srinivas REDDY, 1998, 15, 1, *Journal of Consumer Marketing*, 32-43
17. "Determinants of the Success of Broadway Shows", by Karempudi Srinivas REDDY, Swaminathan VANITHA, and Carol MOTLEY, 08/1998, 35, *Journal of Marketing Research*, 370-383
18. "SPOT: Scheduling Programs Optimally for Television", by Karempudi Srinivas REDDY, Jay ARONSON, and Atonie STAM, 01/1998, 44,1, *Management Science*, 83-102
19. "Exploring the social geography of the marketplace: A study of relationships in corporate banking", by John CZEPIEL and Karempudi Srinivas REDDY, 1997, 13, *Research in Marketing*, 19-32
20. "Modeling Response to Repetitive Marketing Stimuli", by Richard J FOX, Karempudi Srinivas REDDY, and Bharat RAO, 1997, 25, 3, *Journal of the Academy of Marketing Science*, 242-255
21. "Measurement Errors in Probability Judgments", by Chezy OFIR and Karempudi Srinivas REDDY, 09/1996, 42,9, *Management Science*, 1308-1325
22. "A Dynamic Approach to the Analysis of Strategic Alliances", by Bharat RAO and Karempudi Srinivas REDDY, 1995, 4,4, *International Business Review*, 499-518
23. "To Extend or Not to Extend: Success Determinants of Brand Line Extensions", by Karempudi Srinivas REDDY, Susan L. HOLAK, and Bhat SUBODH, 1994, 31,5, *Journal of Marketing Research*, 243-262
24. "Effects of Ignoring Correlated Measurement Error in Structural Equation Models", by Karempudi Srinivas REDDY, 1992, *Educational and Psychological Measurement*, 549-570
25. "The Effects of Market Characteristics on Competitive Reaction Intensity: A Longitudinal Analysis", by Karempudi Srinivas REDDY and Susan L. HOLAK, 08/1991, *Marketing Letters*, 293-308
26. "The Impact of Market Structure on Performance and Strategy: A Comparison of U.S. and European markets", by C. Samuel CRAIG, Susan P. DOUGLAS, and Karempudi Srinivas REDDY,

1987, 2, *Advances in International Marketing*, 1-21

27. "Nutrition, Family Planning and 'Social Marketing' of a Contraceptive and a Weaning Food in Sri Lanka", by John U. FARLEY and Karempudi Srinivas REDDY, 1987, 2, *Advances in International Marketing*, 47-63
28. "Resistance to the Adoption of Advertising by Dermatologists and Plastic Surgeons", by Priscilla A. LABARBERA and Karempudi Srinivas REDDY, 06/1987, *Journal of Advertising Research*, 43-50
29. "A Factorial Evaluation of the Effects of Misspecification and Noise on Estimation in a Structural Equation Model", by John U. FARLEY and Karempudi Srinivas REDDY, 01/1987, 22, *Multivariate Behavioral Research*, 71-90
30. "Are Semantic Response Scales Equivalent?", by Chezy OFIR, Karempudi Srinivas REDDY, and Gordon BECHTEL, 01/1987, 22, *Multivariate Behavioral Research*, 21-38
31. "Effects of a Television and Radio Advertising Ban: A Study of the Cigarette Industry", by Susan L. HOLAK and Karempudi Srinivas REDDY, 10/1986, 50, *Journal of Marketing*, 219-227
32. "Hierarchical Models of Attitude", by Karempudi Srinivas REDDY and Priscilla A. LABARBERA, 10/1985, 20, *Multivariate Behavioral Research*, 451-472
33. "Search Costs and the Theory of Advertising", by Vikram S. PANDIT and Karempudi Srinivas REDDY, 1984, *Franco Angeli (Ed.) Economics of Distribution, Bocconi University*, 549-572
34. "Joint 'Social Marketing' of Weaning Food and a Contraceptive in Sri Lanka", by John U. FARLEY, T.D.J. LOUIS, and Karempudi Srinivas REDDY, 1980, *The Journal of International Business Studies*, 73-80

Books and Monographs (Authored or Co-authored)

1. "Retail and Marketing Channels: Economic and Marketing Perspectives on Producer-Distributor Relationships", by Luca PELLEGRINI and Karempudi Srinivas REDDY, *Routledge, Re-issued by Routledge Books In 2012*, London, 1989
2. "Marketing Channels: Relationships and Performance", by Luca PELLEGRINI and Karempudi Srinivas REDDY, *Lexington Books*, 1986
3. "Distributive Trades: An International Perspective", by Luca PELLEGRINI and Karempudi Srinivas REDDY, *Angeli*, Milan, Italy, 1986

Teaching Cases

- Launching W Singapore - Sentosa Cove: Starwood Hotel's Digital Strategy to Drive Bookings , 2014
- THE SHANGRI-LA BOSPHORUS HOTEL: EXTENDING THE FAMED SHANGRI-LA HOSPITALITY TO TURKEY, 2014
- GROUPON INDIA: THE GREAT ONION DIGITAL SALE , 2014
- DODLA DAIRY: CHURNING THE BUSINESS OF MILK IN INDIA , 2014
- UNILEVER VIETNAM: A ONE RINSE REVOLUTION TOWARDS A SUSTAINABLE FUTURE (A) & (B), 2014

- Gillette's "Shave India Movement": Razor Sharp Against the Stubble (A) (B) (2013)
-Runner up - Emerald Emerging Markets Case Competition 2013, Featured in Financial Times , 2013
- Novartis Loses Patent Battle in India: Time to Realign the Business Model to Emerging Markets? (2013), 2013
- Made in India: Cisco Reroutes Innovation (2013), 2013
- GVK EMRI: Social Entrepreneurship and Innovation in Emergency Medical Response (2013), 2013
- Mysore Sandals Millennium, The Launch of India's Most Expensive Soap (2013), 2013
- Oreo in China: Time to Get it Right or to Get Out (2012), Featured in Financial Times , 2012
- Navigauge: A Disruptive Innovation to Measure Car Radio Listening (SMU-12-0006), 2012

Conference Papers (Refereed)

1. "Determinants of Internet Startup Success", by Karempudi Srinivas REDDY, Anupam JAJU, and Hyokjin KWAK, 08/2000, *2000 IEEE Conference*, Albuquerque
2. "Investigating the Dimensions of the Fit Between a Brand and its Extension", by Bhat SUBODH and Karempudi Srinivas REDDY, 1997, 186-194, *Marketing Theory and Applications, American Marketing Association Proceedings*, In Debbie Thorne LeClair and Michael Hartline (Eds.)
3. "Hits on Broadway: The Role of Critic's Reviews in the Success of an Experiential Good", by Bhat SUBODH and Karempudi Srinivas REDDY, 1996, 313-314, In Edward Blair and Wagner Kamakura (Eds.), *Marketing Theory and Applications*, Chicago: American Marketing Association
4. "The Evolution and Antecedents of Transformational Advertising: A Conceptual Model", by Swaminathan VANITHA, George ZINKHAN, and Karempudi Srinivas REDDY, 1996, 23, 49-55, *Advances in Consumer Research*, In Kim Corfman and John Lynch (Eds.)
5. "Using Customer Price Point Expectations for Merchandising Strategies", by J. Patrick KELLY and Karempudi Srinivas REDDY, 1991, 137-141, *Retailing: Reflections, Insights and Forecasts*, In Robert L. King (Ed.)

Conference Presentations

1. "The Financial and Market Impact of Product Failure: A Case of Prescription Drug Withdrawals", by Karempudi Srinivas REDDY, Jason ZHANG, Pradeep CHINTAGUNTA, and Shekar SATTIRAJU, 07/2013, *2013 Marketing Science Conference*, Istanbul
2. "Bidders as Networks and Key Bidders in Online Auctions: A Case of Fine Arts Auctions", by Karempudi Srinivas REDDY, Mayukh DASS, and Dawn IACOBUCCI, 06/2012, *2012 Marketing Science Conference*, Boston
3. "Ratings Lead You To The Product, Reviews Help You Clinch It: The Dynamics and Impact of Online Review Sentiments on Product Sales", by Karempudi Srinivas REDDY, Nan HU, and Noi Sian KOH, 05/2011, *2011 Customer Insights Conference*, New Haven
4. "Ratings Lead You To The Product, Reviews Help You Clinch It: The Dynamics and Impact of Online Review Sentiments on Product Sales", by Karempudi Srinivas REDDY, Nan HU, and Noi Sian KOH, 12/2010, *Annual Global Brand Conference*, Hong Kong

5. "From Birth to Maturity: An Investigation of a Market Evolution and its Dynamics", by Mayukh DASS, Piyush KUMAR, and Karempudi Srinivas REDDY, 06/2010, *2010 Marketing Science Conference*, Cologne
6. "Risk in Celebrity Endorsement: Buzz in Social Media and its Impact on Brand and Firm Performance", by Karempudi Srinivas REDDY, Gregory THOMAS, and Raj SRIVASTAVA, 06/2010, *2010 Marketing Science Conference*, ,, Cologne
7. "Bidder Behavior and Bidder Networks in Simultaneous Online Auctions", by Karempudi Srinivas REDDY, 12/2008, *International Conference on Business Data Mining*, CR Rao Advanced Institute of Mathematics, Statistics and Computer Science (AIMSCS), University of Hyderabad
8. "Viewing Art Images Activates Reward and Affective Circuitry", by Karempudi Srinivas REDDY, 11/2008, *2008 Neuroscience, Society of Neuroscience*, Washington DC
9. "Impact of Brand Failure", by Karempudi Srinivas REDDY, 12/2007, *World Brand Conference*, Hong Kong Poly University, Hong Kong
10. "Academic Perspectives on Private-Public Partnerships", by Karempudi Srinivas REDDY, 11/2007, *World CEO Forum*, Hong Kong Poly University, Hong Kong
11. "Diffusion of Art: An Investigation of the Evolution of Modern Indian Art", by Karempudi Srinivas REDDY, 06/2005, *2005 Marketing Science Conference*, Atlanta,
12. "Movie Sequels as Line Extensions: A Conceptual and Empirical Investigation of the Determinants of Sequel Success", by Karempudi Srinivas REDDY, 06/2004, *2004 Marketing Science Conference*, Rotterdam
13. "Efficiency, Equity and Valuation of Professional Sports Franchises", by Karempudi Srinivas REDDY, 10/2002, *Special Conference on Linking Marketing to Financial Performance and Firm Value*, Marketing Science Institute, Dallas
14. "State of Market Research/Intelligence Education", by Karempudi Srinivas REDDY, 01/2002, *2002 AMA Executive Insights Conference*, Scottsdale
15. "Models of Market Entry and Exit", by Karempudi Srinivas REDDY, Ashutosh DIXIT, and Anupam JAJU, 07/2001, *2001 Marketing Science Conference*, Wiesbaden
16. "A Privacy-Compliant Television Audience Measurement Technique", by Karempudi Srinivas REDDY and Michael VINSON, 07/2001, *2001 Marketing Science Conference*, Wiesbaden
17. "Determinants of Internet Startup Success", by Karempudi Srinivas REDDY, Anupam JAJU, and Hyokjin KWAK, 08/2000, *2000 IEEE Conference*, Albuquerque

Works-in-Progress

1. "The Financial and Market Impact of Product Failure", by Karempudi Srinivas REDDY, Jason ZHANG, and Pradeep CHINTAGUNTA, 2013

Courses Taught - Masters

- New Product Development and Brand Strategy
Marketing Management
Advances in Causal Modeling, 2005 - 2007

Courses Taught - Ph. D

- Advances in Causal Modeling, 2005 - 2007

Executive Teaching

- Marketing Management
Information Technology and Marketing
New Product Development and Brand Strategy, 2005 - 2007

Thesis Chairman (Ph. D)

- Subodh Bhat (1992)
Carol Motley (1994)
Bharat Rao (1996)
Vanitha Swaminathan (1998)
Anupam Jaju (2002)
Jason Zhnag (2006)
Mayukh Dass (2008), 1992 - 2008

Thesis Student (Ph. D)

- Thomas Stafford (1993)
Thomas DeCarlo (1993)
Theodore Stank (1994)
Margaret Conchar (1999)
Janice Griffiths (2000)
Moutusi Maity (2005)
Ji Hee Song (2007)
Am Jo Coffey (2007), 1993 - 2008
- KOH Noi Sian (SIS PhD Student) , Now - Now

Consultancy

- IBM
UPS
Home Depot
Pfizer
Bristol-Myers Squibb
Eli Lilly
Coca-Cola Company, 2000 - 2009

Invited Academic Talks, Lectures and Panels

1. "Bidder Behavior and Bidder Networks in Simultaneous Online Auctions", by Karempudi Srinivas REDDY, 02/2009, Hong Kong University of Science and Technology
2. "Financial and Market Impact of Brand Failure", by Karempudi Srinivas REDDY, 02/2009, CEIBS, Shanghai
3. "Innovate or Die: Strategies in a Rapidly Changing Market", by Karempudi Srinivas REDDY, 09/2008, University of Hyderabad

4. "Market and Financial Impact of Product Failures", by Karempudi Srinivas REDDY, 09/2005, Emory University's Zyman Institute of Brand Science (ZIBS)

Other Activities

- Books Re-issued by Routledge Books in 2012

Retail and Marketing Channels: Economic and Marketing Perspectives on Producer-Distributor Relationships", by Luca PELLEGRINI and Srinivas K. REDDY, Routledge, London