

# Jaideep Prabhu

## ADDRESS

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## EXPERIENCE

Professor of Marketing, Jawaharlal Nehru Professor of Indian Business and Enterprise, and Director, Cambridge Centre for India and Global Business, Judge Business School, University of Cambridge, September 2008 to Present.

Fellow of Clare College, University of Cambridge, April 2009 to Present.

Professor of Marketing, Tanaka Business School, Imperial College London, 2004 to 2008. Director of Research, September 2007 to May 2008.

Advanced Institute of Management (AIM) Innovation Fellow, 2007-2009.

University Senior Lecturer in Marketing, Judge Institute of Management, University of Cambridge, 2002 to 2004.

University Lecturer in Marketing, Judge Institute of Management, University of Cambridge, 1999 to 2002.

Director of Studies, Management Studies, Fitzwilliam College and Clare College, 1999 to 2004.

Assistant Professor and Fellow at Center for Economic Research, Tilburg University, 1996 to 1999

Visiting Assistant Professor, University of California Los Angeles, 1995-1996.

## EDUCATION

Ph.D. in Business Administration. Fall 1990 to August 1995  
University of Southern California

Bachelor of Technology. August 1985 to May 1989  
Indian Institute of Technology, New Delhi

## RESEARCH INTERESTS

General: Marketing, Strategy, International Business  
Specific: Innovation, Organizational Learning, Competitive Interaction

## PAPERS PUBLISHED OR ACCEPTED

“Lost in a Universe of Markets: Toward a Theory of Market Scoping for Early-Stage Technologies,” with Sven Molner and Manjit S. Yadav, *Journal of Marketing*, 2018: 1-25.

“Marketing to the poor: an institutional model of exchange in emerging markets,” with Paul Tracey and Magda Hassan, *AMS Review*, 2017: 1-22.

“Frugal innovation: doing more with less for more,” *Philosophical Transactions of the Royal Society A*, 375: 20160372. <http://dx.doi.org/10.1098/rsta.2016.0372>.

“Community trust reduces myopic decisions of low-income individuals,” with Jon Jachimowicz, Salah Chafik, Sabeth Munrat, and Elke Weber, *Proceedings of the National Academy of Sciences*, 2017, April, 1-6.

“Scaling up social businesses in developing markets,” with Nancy Bocken and Alison Fil, *Journal of Cleaner Production*, 2016, 139, 295-308.

“Innovation and Entrepreneurship in India: Understanding *Jugaad*,” with Sanjay Jain, *Asia Pacific Journal of Management*, 2015, 1-26.

“Service Innovation in the Digital Age: Key Contributions and Future Directions,” with Michael Barrett, Elizabeth Davidson and Stephen Vargo, *MIS Quarterly*, 39(1), 2015, 135-154.

“Indirect Learning: How Emerging Market Firms Grow in Developed Markets,” with Sourindra Banerjee and Rajesh Chandy, *Journal of Marketing*, 79(1), January 2015, 10-28.

“The Antecedents and Consequences of Affordable Value Innovations for Emerging Markets,” With Holger Ernst, Hanna Nari Kahle, Anna Dubiel, and Mohan Subramaniam, *Journal of Product Innovation Management*, 32(1), 2015, 65-79.

“Causal Recipes for High Performance: An Exploratory Comparative Study of Young High-technology Firms from India and the UK,” with Krishna Chandra Balodi, *International Journal of Entrepreneurial Behaviour & Research*, 20(6), 2014, 542-561.

“The Democratizing Effects of Frugal Innovation: Implications for Inclusive Growth and State-building,” with Hanna Nari Kahle, Anna Dubiel and Holger Ernst, *Journal of Indian Business Research*, 5(4), 2013, 220-234.

“Innovation for Inclusive Growth: Towards a Theoretical Framework and a Research Agenda,” with Gerard George and Anita McGahan, *Journal of Management Studies*, 49(4), 2012, 661-683.

“Mobilizing for Growth in Emerging Markets,” with Navi Radjou, *MIT Sloan Management Review*, 53(3), Spring 2012, 81-88.

“Behemoths at the Gate: How Incumbents Take On Acquisitive Entrants (And Why Some Do Better Than Others),” with Prokriti Mukherji, Alina Sorescu and Rajesh K. Chandy, *Journal of Marketing*, 75(5), September 2011, 53-70.

“Radical Innovation in Firms Across Nations: The Pre-Eminence of Corporate Culture,” with Gerard Tellis and Rajesh Chandy, *Journal of Marketing*, 73(1), January 2009, 3-23.

“The Fruits of Legitimacy: Why Some New Ventures Gain More From Innovation Than Others,” with Raghunath Rao and Rajesh Chandy, *Journal of Marketing*, 72(4), October 2008, 58-75.

“Managing the Future: CEO Attention and Innovation Outcomes,” with Manjit Yadav and Rajesh Chandy, *Journal of Marketing*, 71(3), October 2007, 84-101.

“Why Some Acquisitions Do Better than Others: Product Capital as a Driver of Long-term Stock Returns” with Alina Sorescu and Rajesh Chandy, *Journal of Marketing Research*, 44(1), February 2007, 57-72.

“From Invention to Innovation: Conversion Ability in Product Development,” with Rajesh Chandy, Brigitte Hopstaken and Om Narasimhan, *Journal of Marketing Research*, 43(3), August 2006, 494-508.

“The Effect of Price Disclosure on Dynamic Shopping Decisions,” with Benedict G.C. Dellaert and Vladislav Golunov, *Marketing Letters*, 16(1), June 2005, 37-52.

“Acquisition and Innovation in High-Tech Firms: Poison Pill, Placebo, or Tonic?” with Rajesh Chandy and Mark Ellis, *Journal of Marketing*, 69(1), January 2005, 114-130.

“The Influence of Business Strategy on New Product Activity: The Role of Market Orientation,” with Ruud Frambach and Theo Verhallen, *International Journal of Research in Marketing*, 20(4), December 2003, 377-397.

“Sources and Financial Consequences of Radical Innovation: Insights from Pharmaceuticals,” with Alina Sorescu and Rajesh Chandy, *Journal of Marketing*, 67(4), October 2003, 82-102.

“On the Relative Importance of Customer Satisfaction and Trust as Determinants of Customer Retention and Positive Word of Mouth,” with Chatura Ranaweera, *Journal of Targeting, Measurement and Analysis for Marketing*, 12(1), September 2003, 82-90.

“The Influence of Satisfaction, Trust and Switching Barriers on Customer Retention in a Continuous Purchasing Setting,” with Chatura Ranaweera, *International Journal of Service Industry Management*, 14(4), August 2003, 374-395. *Lead article*.

“What Will the Future Bring? Dominance, Technology Expectations, and Radical Product Innovation,” with Rajesh Chandy and Kersi Antia, *Journal of Marketing*, 67(3), July 2003, 1-19. *Lead article*.

“Signaling Strategies in Competitive Interaction: Building Reputations and Hiding the Truth,” with David Stewart, *Journal of Marketing Research*, 38 (1), February 2001, 62-73.

“Do Consumers Ever Learn? Analysis of Segment Behavior in Experimental Markets,” with Gerard Tellis, *Journal of Behavioral Decision Making*, 13, January 2000, 19-34.

“Strategy Based Segmentation of Industrial Markets,” with Theo Verhallen and Ruud Frambach, *Industrial Marketing Management*, 27 (4), July 1998, 305-314.

## **BOOKS**

*Frugal Innovation: How to do More with Less*, with Navi Radjou, London: Profile (UK) and New York: Public Affairs (US), 2015. Translated into French, Mandarin, Ukrainian, & Turkish.

*Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth*, with Navi Radjou and Simone Ahuja. San Francisco, CA: Jossey-Bass, 2012.

*Jugaad Innovation: A Frugal and Flexible Approach to Innovation for the 21<sup>st</sup> Century*, with Navi Radjou and Simone Ahuja. Noida, UP: Random House India, 2012.

*A Inovação do Improviso*, with Navi Radjou and Simone Ahuja. Brazil: Elsevier, 2012.

*L’Innovation Jugaad: Redevenons Ingenieux*, with Navi Radjou and Simone Ahuja. Paris: Diateino, 2013.

*Jugaad Innovatie: slim en flexibele Innoveren naar Spectaculaire Groei*, with Navi Radjou and Simone Ahuja. Netherlands: Van Duuren Management, 2013.

## **AWARDS AND GRANTS**

Chartered Management Institute's (CMI) Management Book of the Year Award for *Frugal Innovation*, 2016.

Finalist for the 2015 Thomas P. Hustad Best Paper Award in *Journal of Product Innovation Management*.

Finalist for Marketing Science Institute/H. Paul Root Award for a paper published in the *Journal of Marketing* that makes a significant contribution to marketing practice, 2015.

Chartered Management Institute's (CMI) Management Book of the Year Award (for *Frugal Innovation*, co-authored by Navi Radjou), 2016.

Highly Commended Paper, Emerald Literati Network Awards for Excellence (for Kahle, H.N., Dubiel, A., Ernst, H. and Prabhu, J. (2013) "The democratizing effects of frugal innovation: implications for inclusive growth and state-building", *Journal of Indian Business Research*, 5(4): 220-234, DOI: 10.1108/JIBR-01-2013-0008), 2014.

Runner-up for the Harold H. Maynard Award for a paper published in the *Journal of Marketing* that makes a significant contribution to marketing theory and thought, 2009.

£39,355 grant from Private Enterprise Development in Low-Income Countries (PEDL), 2015

£34,980 grant from Private Enterprise Development in Low-Income Countries (PEDL), 2013

\$25,000 IBM faculty award for research into the impact of new technology on Indian retail, 2009.

Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2008.

£176,967 Advanced Institute of Management (AIM) Research, Innovation Fellowship, 2007-2009.

Runner-up, AMA TechSIG Award for the Best Article on Technology or Innovation, 2007.

\$20,700 grant from Marketing Science Institute for research on multinational innovation with Gerard Tellis and Rajesh Chandy, 2006.

\$25,000 from the Institute for the Study of Business Markets, Pennsylvania State University for research on multinational innovation with Gerard Tellis and Rajesh Chandy, 2006.

\$15,000 from the Center for Research in Technology and Innovation at the Kellogg School of Management, Northwestern University for research on multinational innovation with Gerard Tellis and Rajesh Chandy, 2006.

Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2004.

\$7000 grant from Marketing Science Institute for research on radical innovation with Rajesh Chandy and Alina Sorescu, 2004.

£3000 University of Cambridge seed grant for research on cross-national innovation, 2004.

Highly Commended Paper Award from the American Marketing Association-Service Special Interest Group, Reims, France, 2003.

£40,000 ESRC studentship of Chander Velu for PhD research on radical innovation, 2002-2005.

\$7000 grant from Marketing Science Institute for research on radical innovation Rajesh Chandy and Alina Sorescu, 2002.

\$6000 grant from Marketing Science Institute for research on radical innovation with Rajesh Chandy and Kersi Antia, 2000.

Best Teacher, International Business Program, Tilburg University, 1998-99.

Selected for Third Edition of Who's Who Among America's Teachers, 1994.

Doctoral Consortium Candidate from USC, Santa Clara University, August 1994.

Pass with Distinction in PhD qualifying examination.

## **EDITORIAL SERVICE**

**Editorial board:**

*Journal of Marketing* (from July 2005)

*Journal of the Academy of Marketing Science* (from June 2006)

*International Journal of Research in Marketing* (from October 2009)

*Journal of Management Studies* (from December 2006)

Senior Advisory Board, *European Journal of Marketing* (from December 2008)

Associate Editor, *British Medical Journal Innovation* (from October 2014)

Associate Editor, *Customer Needs and Solutions* (from October 2014)

Editorial Advisory Board, *Schmalenbach Business Review*

ESRC Peer Review College

**Reviewer for:**

*Marketing Science, Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Management Science, Academy of Management Review, Journal of International Business Studies, Journal of Management Studies, European Journal of Marketing, Industry and Innovation, International Journal of Innovation Management, International Marketing Review, Journal of Retailing and Consumer Services, American Marketing Association Conferences, European Marketing Association Conferences, European Academy of Management Conferences, British Academy of Management Conferences, Economic and Social Research Council (UK), Research Foundation - Flanders (Belgium) (FWO), Social Sciences and Humanities Research Council of Canada*

**Track chair:**

*New Product Development, Product Management and Entrepreneurship Track, AMA Summer Conference 2005, AMS Conference 2007, AMA Winter Conference 2008, 2008 British Academy of Management*

**PUBLIC POLICY SERVICE AND CORPORATE COLLABORATION**

AIM Scholar: Management Research Forum on Innovation, London April 28, 2003.

Academic advisor to AT Kearney on Mobinet Survey of Global Mobile Phone Usage, Judge Institute of Management, 2001-2004.

Committee Member and Joint Researcher on Global Innovation Study, with AT Kearney, Marshall School of Business (University of South California) and Judge Institute of Management (University of Cambridge), 2003 to present.

**OTHER PUBLICATIONS**

“Marketing and Innovation,” in *The Oxford Handbook of Innovation Management*, Mark Dodgson, David Gann and Nelson Phillips (eds.), Oxford University Press.

“Innovation by Indian EMNEs,” with Nikhil Celly and Venkat Subramanian, in *The Competitive Advantage of Emerging Market Multinationals*, Peter J. Williamson, Ravi Ramamurti, Afonso fleury and Maria Tereza Leme Fleury (eds.), Cambridge University Press.

“Key Questions on Innovation in the B2B Context,” with Gerard Tellis and Rajesh Chandy, in *Handbook of Business to Business Marketing* (2012), Gary Lilien and Rajdeep Grewal (eds.), Edward Elgar.

“Innovation Typologies,” with Rajesh Chandy, in *Wiley International Encyclopedia of Marketing* (2011), Barry Bayus (ed.), John Wiley and Sons.

“Research and Development,” with Rajesh Chandy, in *Wiley International Encyclopedia of Marketing* (2011), Barry Bayus (ed.), John Wiley and Sons.

“At the Edge of Innovation: Why Shifts in the Boundaries of Innovation Matter,” with AIM Innovation Fellows Cohort, September 2009, London: AIM (Advanced Institute of Management).

“Who Introduces More Radical Innovations, and Who Gains More from Them?” with Alina Sorescu and Rajesh Chandy, *MSI Working Paper No. 02-123*, 2003.

“Making the UK Innovative: AIM Report on Innovation for the UK Department of Trade and Industry,” with Kamal Birdi, David Denyer, Kamal Munir, and Andy Neely, June 2003 London: AIM (Advanced Institute of Management).

“What Will the Future Bring? Dominance, Technology Expectations, and Radical Product Innovation,” with Rajesh Chandy and Kersi Antia, *MSI Working Paper No. 02-122*, 2002.

“Marketing Strategy in the 21<sup>st</sup> Century: Intra- and Inter-Firm Organization in the Race Towards Market Orientation,” in *Strategic Issues at the Dawn of a New Millennium*, eds. El-Namaki et al., Lansa Publishing BV, The Netherlands, March 1999, 183-193.

“Contingencies in Effective Advertising in the Marketplace,” with David Stewart, in the *1994 Proceedings of the American Marketing Association Winter Educators' Conference*, (Chicago: American Marketing Association), February 1994, 297-302.

## **CONFERENCE PRESENTATIONS & INVITED TALKS**

“Patterns in the Global Location of R&D,” Warwick Business School, June 2009.

“Patterns in the Global Location of R&D,” London Business School, May 2009.

“Patterns in the Global Location of R&D,” University of Bath Business School, October 2008.

“Publishing in Business/The Business of Publishing,” Plenary at Doctoral Colloquium, EMAC, Brighton, May 2008.

“Innovation in Firms Across Nations,” Erasmus University, Rotterdam, March 2008.

“Innovation in Firms Across Nations,” Newcastle University Business School, February 2008.

“Innovation in Firms Across Nations,” Max Planck Institute of Economics, December 2007.

“Innovation in Firms Across Nations,” British Academy of Management Conference, Warwick University, September 2007.

“Managing the Future: CEO Attention and Innovation Outcomes,” Tilburg University, September 2007.

“Managing the Future: CEO Attention and Innovation Outcomes,” Aston Business School, February 2007.

“Managing the Future: CEO Attention and Innovation Outcomes,” Warwick Business School, November 2006.

“Managing the Future: CEO Attention and Innovation Outcomes,” Brunel University, October 2006.

“Managing the Future: CEO Attention and Innovation Outcomes,” Radboud University Nijmegen, October 2006.

“Publishing in Business/The Business of Publishing,” European Doctoral Research Conference, Imperial College, May 2006.

“Publishing in Business/The Business of Publishing,” Spring Doctoral Conference, Judge Business School, April 2006.

“Managing the Future: CEO Attention and Innovation Outcomes,” Free University Amsterdam, March 2006.

“Conversion Ability,” invited talk at Marshall School of Business, USC, January 2006.

“For Richer or Poorer: Product Capital and the Performance of Acquisitions,” Leeds University Business School, November 2005.

“Innovation in Firms Across Nations,” Cass Business School, City University of London, June 2005.

“The Dynamics of Radical Innovation,” Marketing Science Conference, Rotterdam, Netherlands, June 2004.

“The Economics of Self-Destruction: Radical Bets and Strategic Hedging in Network Economies,” Marketing Science Conference, Rotterdam, Netherlands, June 2004.

“Dear Shareholder: CEO Attention and Innovation Outcomes,” University of Minnesota, June 2004.

“Partners in Persuasion: Finding the Right Partners,” invited talk at 39<sup>th</sup> AMA Doctoral Consortium, Texas A&M University, June 2004.

“The Impact of Acquisitions on Innovation: Poison Pill, Placebo, or Tonic?” Cass Business School, City University of London, May 2004.

“From Promising Idea to Launched Product: Conversion Ability in the Pharmaceutical Industry,” Maastricht University, The Netherlands, April 2004.

“From Promising Idea to Launched Product: Conversion Ability in the Pharmaceutical Industry,” INSEAD, April 2004.

“Product Capital, Smart Acquisitions, and Marketing’s Contribution to Shareholder Value,” Marketing Science Conference, Maryland, June 2003.

“Rewards to Innovation by New Technology Ventures,” Marketing Science Conference, Maryland, June 2003.

“Product Capital, Smart Acquisitions, and Marketing’s Contribution to Shareholder Value,” invited paper at MSI Conference on Measuring Marketing Productivity: Linking Marketing to Financial Returns, Dallas, Texas, USA, October 2002.

“The Dynamics of Radical Innovation,” invited presentation at Maastricht University, The Netherlands, March 2002.

“Acquisition and Innovation in High-Tech Firms: Poison Pill, Placebo, or Tonic?” Marketing Science Conference, Mainz, July 2001.

“What Will the Future Bring? Technology Expectations, Dominance, and Radical Innovation,” Marketing Science Conference, UCLA, June 2000.

“The Influence of Goals on Managerial Learning in Competitive Interaction,” Conference on Competition and Marketing, Mainz, June 1999.

“Managerial Learning and Unlearning in Repeated Competitive Interaction,” Marketing Science Conference, Syracuse, May 1999.

“The Marketing Manager as Janus: Inference and Prediction in Competitive Interaction,” INFORMS Israel, Tel Aviv, June-July 1998.

“How Should Firms Signal to Achieve Strategic Objectives in Competitive Interaction: A Behavioral Approach,” INFORMS Israel, Tel Aviv, June-July 1998.

“Learning and Unlearning in Repeated Competitive Interaction,” Managerial and Organizational Cognition Conference, Stern School of Business, New York University, May 1998.

"Contingencies in Effective Advertising in the Marketplace," American Marketing Association Winter Educators' Conference, Chicago, February 1994.

"Do Consumers Learn to be Rational: Results from an Experimental Market," Marketing Science Conference, St. Louis, March 1993.

Discussant at XI Annual University of Houston Doctoral Symposium in Marketing, April 22-23, 1993.

## **PhD STUDENTS**

Charles Ebert, ongoing.

Jarrod Vassallo, ongoing.

Joe Gladstone, April 2017, now Lecturer at University College London.

Toby Norman, October 2015, now CEO of Simprints.

Elaine Oon, October 2014, now post-doc at Cambridge Judge Business School.

Magda Hassan, October 2014, now Assistant Professor, Warwick Business School.

Sourindra Banerjee, October 2012, now Assistant Professor, Warwick Business School.

Chander Velu, University of Cambridge, June 2005, “Business Model Innovation in Network Markets.” Now Lecturer in Marketing, University of Cambridge, UK.

Alex Bernhardt, University of Cambridge, June 2005, “The Effects of Background Risk on Decision-Making Under Uncertainty: An Empirical Investigation.” Now with the Boston Consulting Group.

Jong-Ho Lee, PhD, University of Cambridge, July 2004, “The Influence of Stock Options and Stock Ownership on CEO Licensing Decisions.” Now Assistant Professor of Marketing, Korea University Business School, South Korea.

Erik Schlie, PhD, University of Cambridge, July 2003, “Legacy Effects in Radical Innovation.” Now Assistant Professor of Marketing, European School of Management and Technology, Berlin, Germany.

Alex Thompson (2004 to 2009), “The Creation and Use of Ethnographic Market Research,” Imperial College London. Now lecturer in marketing at the University of Exeter.

External examiner for Paul Driessen (2005) and Paul Ingenbleek (2002), Tilburg University, Netherlands.

External PhD supervisor for Chirag Patel of the Open University, 2002 to 2007.

## **ADMINISTRATIVE SERVICE**

Head of the Strategy and Marketing group at Judge Business School, 2008-present.

Promotions committee at Judge Business School, 2008-present.

Appointments committee at Judge Business School, 2008-present.

Member of founding team for the Rajiv Gandhi Centre of Innovation and Entrepreneurship, Imperial College London, 2006-present.

Convener of Strategy and Marketing Group, Judge Institute of Management, 2001-2002

Fundraising Committee for Visiting Professor in Marketing, Strategy and Innovation, Judge Institute of Management. Successfully raised £1 million for the position.

Chair of MBA Examiners' Committee, Judge Institute of Management, 2003-2004

Member, MBA Review Committee, Judge Institute of Management, 2002-2004

Member, MPhil Review Committee, Judge Institute of Management, 2003-2004

Research Committee, Tanaka Business School, Imperial College, 2004-present

Director of Research, Tanaka Business School, Imperial College, 2007-present

Member of Management Board, Tanaka Business School, Imperial College, 2007-2008.

## **TEACHING INTERESTS**

Marketing Strategy, Marketing Management, International Marketing, Brand Management and High-Technology Marketing

## **SELECTED TEACHING EXPERIENCE**

Marketing Management (MBA and Executive MBA), Judge Business School, 2008-present  
Ratings: all above 4.4

Brand Management and Media (MBA), Imperial College, 2004-2006  
Rating: 4.56, 4.83 and 4.52 on a 5 point scale

Marketing Management (MBA and Weekend MBA), Imperial College, 2004 -2007  
Ratings: 4.64, 4.80, 4.66 and 4.69 on a 5 point scale

Teach First, Introduction to Marketing, Imperial College, 2004, 2006

Teach First, Careers in Marketing and Media, Imperial College, 2004-present

MPhil seminar Management of Technology and Innovation, 2002-2004  
Designed and co-taught with 4 other lecturers at the Judge Institute of Management

Marketing Management (MBA), Cambridge University, 2001-2004  
Ratings: 4.7, 4.48 and 4.15 on a 5 point scale

International Marketing (MBA), Cambridge University, 1999-2001

Ratings: 4.66 and 4.12 on a 5 point scale

Marketing Strategy and Planning (MBA), UCLA, Fall, Winter and Spring 1995-1996.

Ratings: 6.20, 5.40 and 6.40 on a 7 point scale

Executive Education modules in Marketing Management, Marketing Strategy, International Marketing and Leadership in Innovation in Colombia, Finland, Germany, Netherlands Portugal, Switzerland, and UK to ABN Amro, Bertelsmann AG, British Telecom, the UK's Department of Trade and Industry (DTI), EDS, Egg, IBM, ING Bank, Laird plc, the NHS, Nokia, Océ Copiers, Philips, Roche, Shell, Vodafone and Xerox among others

### **SELECTED SUPERVISORY WORK**

Supervisor of 30 MBA theses at Imperial College, 2004-2008

Supervisor of 20 MPhil theses at Cambridge University, 1999-2004

Supervisor of 23 MBA theses at Cambridge University, 1999-2004

Supervisor of 8 Masters' theses at Tilburg University, 1996-1998

Supervisor of 4 MBA theses at UCLA, 1995-1996

### **MEMBERSHIPS**

The American Marketing Association, the British Academy of Management, and the Academy of Marketing Science