

TARUN KUSHWAHA

Wisconsin School of Business
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EDUCATION

Mays Business School, Texas A&M University	
Doctor of Philosophy, Marketing	2007
Master of Science, Marketing	2002
Institute of Management, Nirma University, India	
Post Graduate Diploma in Management (MBA), Marketing	1998
St. Xavier's College, India	
Bachelor of Science, Physics (Minor: Mathematics)	1996

ACADEMIC EXPERIENCE

Wisconsin School of Business, University of Wisconsin, Madison	
Professor of Marketing and Irwin Maier Professor of Business	2024 – Present
Visiting Professor of Marketing	Fall 2023
School of Business, George Mason University	
Professor of Marketing	2020 - 2023
Kenan-Flagler Business School, University of North Carolina	
Sarah Graham Kenan Scholar	2017 - 2020
Associate Professor (with tenure)	2013 - 2020
Assistant Professor	2007 - 2013
Texas A&M University	
Graduate Assistant (with teaching responsibilities)	2002 - 2007

INDUSTRY EXPERIENCE

Nirma Limited, India	
Assistant Manager, Advertising and Media Planning	1998 - 2000
Gujarat Gas Company Limited, India	
Summer Intern	1997
Cirrus Logic, Austin, TX	
Summer Intern	2001

RESEARCH INTERESTS

I address marketing strategy topics, both at consumer and firm level, with strong theoretical foundations and rigorous empirical approaches. Relevance of potential findings for altering managerial practice is an important consideration. In my research, I carefully assemble data from public as well as proprietary sources in CPG, retail, automotive, or financial services industries. I

employ econometric analyses of secondary, panel, and transaction data; event analysis; time-series tools; or natural/field experiment for hypotheses testing. My research program has four themes: (a) *Marketing-Finance Interface*; (b) *Digital/Retail/Channels*; (c) *Impact of Crisis*; and (d) *Global Marketing*.

AWARDS

Research Recognition

Research Publication Award, George Mason University, 2022, 2023
Finalist, Mary Kay Best Dissertation Award from AMS (As Advisor of Koushyar Rajavi), 2018
Winner, Best Paper Inter-organizational Track, Summer AMA, 2015
Finalist, Best Paper Institute for Supply Chain, Academy of Management, 2015
Finalist, Lehmann Award for the Best Dissertation Based Paper, 2015
Dean's Award for Outstanding Research by Ph.D. Student, Texas A&M University, 2006
Student Research Week Award, Business Division, Texas A&M University, 2006
Levy and Weitz Dissertation Proposal Competition, Honorable Mention, 2005
eBRC Doctoral Dissertation Proposal Competition, Finalist, 2005
Research Excellence Award, Department of Marketing, Texas A&M University, 2005
Direct Marketing Education Foundation Doctoral Fellowship, 2004

Teaching Recognition

Top 10% Core MBA Faculty, University of North Carolina, 2018, 2019
Best Faculty Award, Evening MBA, University of North Carolina, 2016
Weatherspoon Award for Excellence in MBA Teaching, University of North Carolina, 2013
MBA All Star Teacher, University of North Carolina, 2013, 2014, 2015
Dean's Award for Outstanding Teaching by Ph.D. Student, Texas A&M University, 2007

Other Recognition

Board of Regent's Fellowship, Texas A&M University, 2002-2006
Department Scholarship, Texas A&M University, 2002-2007
Gold Medalist, Post Graduate Diploma in Management (Marketing), India

Invited Boards, Consortiums, and Symposiums

Marketing Strategy Consortium, 2019, 2022 (missed due to travel conflict), 2023
Distinguished Former Doctoral Student Meet, Texas A&M University, 2019
Customer Advisory Board, SAS JMP, 2015-2016
AMA Sheth Foundation Doctoral Consortium Fellow, 2006
36th Annual Haring Symposium Fellow, Indiana University, 2006
ISMS Doctoral Consortium Fellow, 2005
23rd Annual University of Houston Doctoral Symposium Fellow, 2005

RESEARCH GRANTS

School of Business, George Mason University
Research Grant, (\$15,000 per year), 2020-2023
Kenan-Flagler Business School, University of North Carolina
Sarah Graham Kenan Scholar Grant, 2017-2020
Obama-Singh Grant, US-India Education Foundation
CIBER Grant (\$1,000, \$1,500), 2010, 2012

FQRSC Grant (\$39,000), Three Years (2013-2016), With Thomas Dotzel and Kartik Kalaighnam
Mays Business School, Texas A&M University
CIBS Grant (\$5,000), 2007, With Kartik Kalaighnam

PEER REVIEWED PUBLICATIONS

Total Citations: 3,248, H-Index: 20 (Based on Google Scholar)

<https://scholar.google.com/citations?user=klOT7mUAAAAJ&hl=en>

2024

“Can Words Speak Louder than Actions? Using Top Management Teams’ Language to Predict Myopic Marketing Spending,” (with Andre Martin), *Journal of Marketing*, Forthcoming.

2023

“Brand Equity in Good and Bad Times: What Distinguishes Winners from Losers in CPG Industries?”, (with Koushyar Rajavi and J.B. Steenkamp), *Journal of Marketing*, 87(3), 472-489.

2021

“Marketing Agility: Conceptualization, Research Propositions, and a Research Agenda,” (with Kartik Kalaighnam, Kapil Tuli, Leonard Lee, and David Gal), *Journal of Marketing (MSI Scholars Special Issue)*, 85(1), 35-58.

“Omnichannel Marketing: Are Cross-Channel Effects Symmetric?” (with Venkatesh Shankar), *International Journal of Research in Marketing*, 38(2), 290-310.

"Retailer Marketing Communications in the Digital Age: Getting the Right Message to the Right Shopper at the Right Time," (with Daniel Villanova, Anand V. Bodapati, Nancy M. Puccinelli, Michael Tsiros, Ronald Goodstein, Rajneesh Suri, Henry Hoh, Renee Brandon, Cheryl Hatfield), *Journal of Retailing*, 97(1), 116-132.

2020

“Field Experiment on the Profit Implications of Merchants’ Discretionary Power to Override Data-Driven Decision-Making Tools,” (with Saravanan Kesavan), *Management Science*, 66(11), 5182-90.

2019

“In Brands We Trust? A Multicategory, Multicountry Investigation of Sensitivity of Consumers’ Trust in Brands to Marketing-Mix Activities,” (with Koushyar Rajavi and J.B. Steenkamp), *Journal of Consumer Research*, 46(4), 651-670.

- Finalist, Mary Kay Best Dissertation Award from AMS
- Selected for JCR Highlights

2018

“Psychic Distance and Performance of MNCs during Marketing Crises”, (Isaac Dinner and J.B. Steenkamp), *Journal of International Business Studies*, 50(3), 339-364.

- Media Coverage: UNC Kenan-Flagler News

“How Does Web Personalization Create Value for Online Retailers? Lower Cash Flow Volatility or Enhanced Cash Flows,” (Kartik Kalaignanam and Koushyar Rajavi), *Journal of Retailing*, 94(3), 265-279.

2017

“The Differential Impact of NPD Make/Buy Choices on Immediate and Future Product Quality: Insights from the Automobile Industry”, (with Kartik Kalaignanam and Tracey Swartz) *Journal of Marketing*, 81(6), 1-23.

– Lead Article

– Winner, Best Paper Interorganizational Track, Summer AMA, 2015

“The Product Quality Impact of Aligning Buyer-Supplier Network Structure and Product Architecture: An Empirical Investigation in the Automobile Industry”, (with Kartik Kalaignanam and Anand Nair), *Customer Needs and Solutions*, 4(1-3), 1-17.

– Finalist, Best Paper Institute for Supply Chain, Academy of Management, 2015

2016

“Do High- and Low-Inventory Turnover Retailers Respond Differently to Demand Shocks?”, (with Saravanan Kesavan and Vishal Gaur), *Manufacturing & Service Operations Management*, 18(2), 216-226.

– Media Coverage: Forbes India, ROI Magazine (Kenan-Flagler)

2015

“Marketing Communication Strategies and Consumer Financial Decision Making: Role of National Culture”, (with Andrew Petersen and V. Kumar), *Journal of Marketing*, 79(1), 44-63.

– Media Coverage: Khaleej Times, UNC Global News, ROI Magazine (Kenan-Flagler)

2014

“Differences in Retail Inventory Investment Behavior during Macroeconomic Shocks: Role of Service Level”, (with Saravanan Kesavan), *Production & Operations Management*, 23(12), 118–2136.

2013

“Are Multichannel Customers Really More Valuable? The Moderating Role of Product Category Characteristics”, (with Venkatesh Shankar), *Journal of Marketing*, 77(4), 67-85.

“The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from Automobile Industry”, (with Kartik Kalaignanam and Meike Eilert), *Journal of Marketing*, 77(2), 41-57.

– Media Coverage: CNBC, MarketWatch (WSJ), Yahoo! News, Consumer Affairs

“The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective”, (with Kartik Kalaignanam, J.B. Steenkamp, and Kapil Tuli), *Management Science*, 59(3), 748-769.

2010

“Crafting Integrated Multichannel Strategies”, (with Jie Zhang, Paul Farris, John Irvin, Thomas Steenburgh, and Bart Weitz), *Journal of Interactive Marketing*, 24(2), 168-180.

2008

“Marketing Operations Efficiency and the Internet: An Organizing Framework”, (with Kartik Kalaighnam and P. Rajan Varadarajan), *Journal of Business Research*, 61(4) 300-308.

2007

"New Product Preannouncements and Shareholder Value: Don't Make Promises You Can't Keep", (with Alina Sorescu and Venkatesh Shankar), *Journal of Marketing Research*, 44(3), 468-489.
– Media Coverage: Mays Business School News

PEER REVIEWED REPORTS

2007

“Optimal Allocation of Marketing Efforts by Customer-Channel Segments”, (with Venkatesh Shankar), *Marketing Science Institute Electronic Paper*, 07-207.

2006

“New Product Preannouncements and Shareholder Value: Don’t Make Promises You Can’t Keep”, (Alina Sorescu and Venkatesh Shankar), *Marketing Science Institute Report*.

CONFERENCE PRESENTATIONS

“Augmenting Algorithms with Human Input: Estimating the Value of Private Information with a Large-Scale Field Experiment”
Management Science Workshop, University of Chile, January 2023

“Can Words Speak Louder than Actions? Using Top Management Teams’ Communications to Identify Marketing Myopia”.
GMU Marketing Area Research Symposium, May 2022
Marketing Strategy Meets Wall Street Conference, August 2022

“Impact of Economic Business Cycles on Evolution of Brand Equity”.
Summer AMA Conference, August 2019

“Marketing Agility: Conceptualization, Research Propositions, and a Research Agenda”.
Marketing Science 2019, MSI Scholars Special Session

“Examining the Impact of Financial Literacy Training on Observed Financial Behavior: Evidence from a Natural Experiment”.

Marketing Dynamics Conference, University of Maryland, June 2019

Duke-UNC Seminar Series, December 2018

Advanced in Field Experiment Conference, Boston University, October 2018

Consumer Financial Decision-Making Conference, University of Colorado, May 2018

“‘Human vs. Machine’ or ‘Human and Machine’: Identifying Limits of Human Cognition and Machine Processing”.

Conference on Artificial Intelligence and Machine Learning, Temple University, December 2019

Marketing Science Conference, June 2019

Theory & Practice of Marketing Conference, Columbia University, May 2019

Institute for Study of Business Markets Conference, MIT, August 2018

Theory & Practice of Marketing Conference, UCLA, May 2018

“How Psychic Distance and Marketing Capabilities Moderate the Adverse Effects of Marketing Crises in Overseas Markets”.

Yale-CKGSB China-India Insights Conference, Yale University, September 2017

Theory & Practice of Marketing Conference, Texas A&M University, May 2016

“Does Situational Involvement Lead to Greater Charitable Behavior: Moderating Role of Enduring Involvement”

Marketing Science Conference, July 2013

“Customer Propensity to Engage in a Relationship with Firm and Impact of CLV on Shareholder Value: Does National Culture Matter”.

Marketing Modeling Camp, Kenan-Flagler Business School, April 2013

Winter AMA Conference, February 2013

International Conference on Marketing in Emerging Economies, India, December 2012

Marketing Science Emerging Markets Conference, Wharton, September 2012

Marketing Science Conference, June 2012

Marketing Strategy Meets Wall Street, Boston University, May 2011

“Cross-Channel and Advertising Effects in the Hierarchy of Consumer Decision Making: An Empirical Analysis”.

Theory and Practice of Marketing Conference, Georgia State, June 2015

Marketing Science Conference, June 2010

Joint Statistical Meetings (Special Session), August 2009

Bass Conference University of Texas Dallas, February 2008

Marketing Science Conference, June 2008

“Crafting Integrated Multichannel Strategies”.

MSI Thought Leadership Conference on Multichannel Marketing, Texas A&M, January 2009

“Optimal Multichannel Allocation of Marketing Efforts”.

Marketing Science Conference, June 2006.

“Multichannel Purchase Behavior: What Drives It and How Does It Impact Retailers”.

23rd Annual Doctoral Symposium, University of Houston, April 2005

Marketing Science Conference, June 2005

DMEF Educators’ Conference, October 2005

36th Annual Haring Symposium, Indiana University, March 2006

“The Connectivity Characteristic of Information Products: Implications for Marketing Strategy”.

Summer AMA Conference, August 2004

“The Impact of Accessibility Level of a Technology on Size of its Installed User Base”.

Summer AMA Conference, August 2004

INVITED TALKS

University of Texas, San Antonio, 2024 (scheduled)

University of Wisconsin, Madison 2022

University of California, Riverside 2020

George Mason University, 2019

Lehigh University, 2019

Indian School of Business, 2019
 Distinguished Former Doctoral Student Meeting, Texas A&M University, 2019
 Indiana University, 2016
 Indian Institute of Management Bangalore, 2016
 McGill University, 2016
 SAS Institute, 2015
 Pennsylvania State University, 2012
 University of Georgia, 2006
 Georgia Institute of Technology, 2006
 University of Illinois, 2006
 University of South Carolina, 2006
 University of North Carolina, 2006
 Syracuse University, 2006
 McGill University, 2006
 University of Missouri, 2006
 University of Texas, Arlington, 2006

TEACHING EXPERIENCE

BSBA – Marketing Channels (2023), Marketing Analysis & Decision Making (2007),
 Marketing Research (2007)
 MBA – Marketing Channels (2023), Marketing Management Core (2021), Marketing
 Analytics (2008 MBA, 2014 EMBA), Data Analytics & Decisions (Core, 2014), Data
 Analytics (Online, 2015), Global Immersion (2015); Analytical Skills Workshop –
 Business Analytics (2016)
 ExecDev – Leading with Analytics (2015), Big Data Analytics and Public Policy (2016)
 Crunchy Questions (2017), Turning Data in Dollars (2018); Foundations of Data
 Analytics (2020); Data Science (2021); Real Estate Analytics (2022)
 Ph.D. – Marketing Strategy Seminar (2016)

SERVICE

To the Discipline

Editorial Review Board
Journal of Marketing, 2015 - Present
International Journal of Research in Marketing, 2021 – Present
Journal of Retailing, 2022 - Present
Journal of Interactive Marketing, 2008 - Present
 Ad hoc Reviewer for
Journal of Marketing Research, *Journal of Consumer Research*, *Management Science*, *Marketing Science*,
Manufacturing & Service Operations Management, *Journal of Operations Management*, *Journal of the*
Academy of Marketing Science, *Journal of Product Innovation Management*, *IEEE*, *Sloan Management*
Review, *Clayton Award*, *Shankar-Spiegel Award*, *AMA Conferences*
 Marketing Research Special Interest Group: Co-Chair (2017-2019), Vice President (2015-2017)
 Promote research and practice of analytics and market research
 Administer Lehmann Award, Churchill Award, and V. 'Seenu' Srinivasan Award
 Track Chair - Firm Relationship with Stakeholders, Winter AMA Conference, 2019

To Wisconsin School of Business/University of Wisconsin - Madison

Member

Ph.D. Program, 2023-Present

To School of Business/George Mason University

Chair

School of Business P&T Committee, 2022-2023

MBA Taskforce, 2022

Marketing Faculty Search, 2021

Member

School of Business P&T Committee, 2020-2022

School of Business Council for Research Excellence, 2022-2023

School of Business Dean Search Committee, 2022

Marketing Area Faculty Evaluation Committee, 2020 & 2021

MS in Marketing Committee, 2020-To date

Area Strategy Committee, 2020-To date

To Kenan-Flagler Business School/University of North Carolina

Ph.D. Chair/Co-Chair

Andre Martin (Marketing) – First Placement: University of Notre Dame

Winner, Marketing Strategy Consortium Best Dissertation Proposal Competition (now re-named Lisa Scheer Award)

Winner, M. Wayne DeLozier Award for Excellent Doctoral Candidate at UNC

Koushyar Rajavi (Marketing) – First Placement: Georgia Tech

Winner, Latané Outstanding Student Award at UNC

Finalist, Mary Kay Best Dissertation Award from AMS

Ph.D. Guide for Second Year Paper

André Martin (2020)

Soumya Gayatri (2017)

Ph.D. Committees

Julien Bei (Marketing, 2019), Chanil Boo (Marketing, 2016), David Huh (Marketing, 2016),

Lin Ong (Marketing, 2016), Gang Wang (Operations, 2014), Carolyn Samuels (Marketing,

2014), Kyung Jin Lim (Marketing, 2013), Lt. Col. Todd Woodruff (Marketing, 2012), Daniel

(Yen-Ting) Lin (Operations, 2012), Vidya Mani (Operations, 2012)

Other Student Guidance

STAR Project: Labcorp Team (2015)

MBA Independent Study: Mike Bartholomew (2011); Denise Emerson (2009)

Master's Thesis: Jesse Grainger (2010)

BSBA Honors Project: Rachel Williams (2013); Dane Barnes (2009)

Administrative Committee Work

Analytics Curriculum and Software for MBA Programs, 2014

Faculty Recruiting, 2013-Current

Faculty Advisory Board for MBA Programs, 2018-2020

MS Business Analytics Curriculum, 2019

MBA Case Competition Judge (multiple years)

SELECTED MEDIA MENTIONS

“How to Build a Resilient Brand,” [Phy.org](#)
“The Free Rider Problem”, [Business Insider](#)
“Best Car Insurance Companies”, [WalletHub.com](#)
“Delta and Coca-Cola Pivot on Georgia’s Restrictive Voting Law: 'It's Unacceptable',” [The Guardian](#)
“Prince Harry isn't the First Famous Name in Tech, but his Role at S.F. Startup is Rare,” [San Francisco Chronicle](#)
“Walking the Tightrope!: Super Bowl Advertisers Try to Strike Right Tone after Tumultuous 2020,” [USA Today](#)
“Psychic Distance and Performance of MNCs During Marketing Crises,” [UNC Kenan-Flagler News](#)
“Store Cards,” [WalletHub.com](#)
“Making Sense of Data”, [UNC Kenan-Flagler News](#), [UNC Global News](#)
“Dealing with Demand Shocks”, [Forbes India](#), [ROI Magazine](#) (Kenan-Flagler Business School)
“The Effects of Culture on Marketing Effectiveness,” [Forbes India](#)
“Study Examines Cultural Differences in Consumer Financial Behavior”, [UNC Global News](#)
“Culture Influences Consumer Habits”, [Khaleej Times](#)
“Found in Translation”, [ROI Magazine](#) (Kenan-Flagler Business School)
“Do Product Recalls Work?” [CNBC](#), [MarketWatch](#), [Yahoo! News](#), [Consumer Affairs](#)
“Smart Phones Transform How we Shop, Find Deals”, [The Florida Times Union](#), [Richmond Times](#)
“How can Retailers Identify the Most Profitable Channel”, [UNC Kenan-Flagler Research Insights](#)

PERSONAL INFORMATION

Naturalized US Citizen, Since February 2018
Married, Two Children (8 & 14)

REFERENCES

Available Upon Request