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EDUCATION

Ph. D.	University of Texas at Dallas, 1990 Major: Marketing
M. S.	University of Texas at Dallas, 1987 Major: Operations Research
B. Tech	Institute of Technology Benares Hindu University, 1985 Major: Mechanical Engineering

ACADEMIC POSITIONS

Fall 2008 – present	The John H. Loudon Professor of International Management, INSEAD, Singapore.
Spring 2002 – Summer 2008	INSEAD Chaired Professor of Marketing, INSEAD, Singapore.
Summer 2001 – Fall 2001	Visiting Professor of Marketing, INSEAD-Singapore.
Spring 2000 – Summer 2002	John K. and Ellen A. Wallace Distinguished Professor of Marketing, Washington University.
Fall 1998 – Spring 2000	Professor of Marketing, Washington University.
Fall 1990 - Summer 1998	Associate-Assistant Professor of Marketing, Stanford University.
Fall 1996-Winter 1997	Visiting Associate Professor of Marketing, INSEAD, France.
Spring 1997- Summer 1997	Visiting Associate Professor of Marketing, KGSM, Northwestern University.

HONORS

- Listed by ISIHighlyCited.com as amongst the 250 most highly cited Researchers in Economics and Business, 2010.
- Bell, Chiang and Padmanabhan (1999), Finalist – 2009 INFORMS Society for Marketing Science Long Term Impact Award. Awarded annually by

INFORMS for marketing paper published in *Marketing Science*, *Management Science* or other INFORMS journals.

- Member, Distinguished Advisory Board, INFORMS Marketing Science Conference, Singapore, June 2007.
- Lee, Padmanabhan and Whang (1997) chosen by INFORMS Membership in 2005 as among the Top 10 Most Influential Papers in 50 Years of Publication of *Management Science*.
- Lee, Padmanabhan and Whang (1997) chosen by the Editorial Board of *Management Science* in 2005 as among the 50 Most Influential Papers in 50 Years of Publication of *Management Science*.
- Finalist, ISMS Prize for Practice Oriented Research, INFORMS, The Institute for Operations Research and Management Science, January 2003.
- Best Teacher, Elective Courses, INSEAD (Singapore) – December 2002.
- Senior Research Fellow, (1996 – present), Global Supply Chain Forum, Stanford University.
- Fletcher Jones Faculty Fellow, 1997-98, Graduate School of Business, Stanford University.
- Padmanabhan and Rao (1993), Finalist, Best Services Article Award, American Marketing Association Services Special Interest Group, September 1994.
- Padmanabhan and Rao (1993), Honorable Mention, Frank M. Bass Dissertation Paper Award for 1993, The Institute of Management Science, March 1994.
- Padmanabhan and Rao (1993), Finalist, John D. C. Little Best Paper in Marketing Award for 1993, The Institute of Management Science, March 1994.
- M/A/R/C Award for Outstanding Performance by a Doctoral Student, University of Texas at Dallas, December 1992.
- Fellow, American Marketing Association Doctoral Consortium, Harvard Business School, August 1989.

PUBLICATIONS

1. "Content Contributor Asset Management and Network Effects in a User Generated Content Environment" with Kaifu Zhang, Theos Evgeniou and Emile Richard, Marketing Science, (forthcoming).
2. "Crisis and Consumption Smoothing" with Pushan Dutt, Marketing Science, (forthcoming).
3. "Configure-to-Order and Channel Coordination" with Che Hai and Chakravarthi Narasimhan, Quantitative Marketing and Economics, 2010, 8, 3, 365-392.
4. "Setting Price or Quantity: Depends on What the Seller is Uncertain About" with Ilia Tsetlin and Timothy Van-Zandt, Quantitative Marketing and Economics, 2010, 8, 1, 35-60.
5. "Marketing Modeling Reality and The Realities of Marketing Modeling", with Coughlan, Choi, Chu, Desai, Ingene, Moorthy, Raju, Soberman, Staelin and Zhang, Marketing Letters, 2010, 21, 3, 317-333.
6. "Manufacturer Owned Retail Stores" with Yusong Wang and David Bell, Marketing Letters, 2009, 20, 2, 107-124.
7. "A Cross-Category Model of Households' Incidence and Quantity Decisions" with Rakesh Niraj and P. B. Seetharaman, Marketing Science, 2008, 27, 2, 225-235.
8. "An Econometric Model of Location and Pricing in the Gasoline Market" with P. B. Seetharaman and Tat Chan, Journal of Marketing Research, 2007, 622-635.
9. "Internet Based Service Institutions: A Comment on "Marketing Models of Service & Relationships by Rust & Chong (2006) ", with Ganesh Iyer, Marketing Science, 25 (2006), 6, 598-600.
10. "The Bullwhip Effect: Reflections", with Hau Lee and Seungjin Whang, Management Science, 50 (2004), 12, 1887 – 1893.
11. "Reply: Do Returns Policies Intensify Retail Competition?", with Ivan Png, Marketing Science, 23 (2004), 4, 614-618
12. "Durable Good, Extended Warranty and Channel Coordination" with Preyas Desai, Review of Marketing Science, 2, 2004.
13. "Referral Intermediaries and Retail Competition" with Yuxin Chen and Ganesh Iyer, Marketing Science, 21 (2002), 4, 412-434.

14. "Price Competition under Stockpiling and Flexible Consumption" with David Bell and Ganesh Iyer, Journal of Marketing Research, 39 (2002), 3, 292-303.
15. "The Informational Role of Manufacturer Returns Policies" with Miklos Sarvary, Marketing Letters, 12 (2001), 4, 341-350.
16. "Price Protection in Personal Computer Industry" with Hau Lee, Terry Taylor and Seungjin Whang, Management Science, 46 (2000), 4, 467-483.
17. "The Decomposition of Promotional Response: An Empirical Generalization", with David Bell and Jeongwen Chiang, Marketing Science, 18 (1999), 4, 504-526.
18. "Warranties, Extended Warranties and Product Quality" with Nancy A. Lutz, International Journal of Industrial Organization, July 1998, 16, 4, 463 - 493.
19. "Optimal Product Introductions under Uncertainty with Network Externality", with S. Rajiv and K. Srinivasan, Journal of Marketing Research, 34 (1997), 4, 439-455.
20. "Slotting Allowances and New Product Introduction" with Martin Lariviere, Marketing Science, 16 (1997), 2, 112-128.
21. "Information Distortion in a Supply Chain: Bullwhip Effects", with Hau Lee and Seungjin Whang, Management Science, 43 (1997), 4, 546-558.

 Reprinted in "Ten Most Influential Papers of Management Science's First Fifty Years, Management Science, 50 (2004), 12, 1875 - 1886.
22. "The Bullwhip Effect in Supply Chains" with Hau Lee and Seungjin Whang, Sloan Management Review, Spring, 1997, 93-102.
23. "Manufacturer's Returns Policies and Retail Competition" with Ivan Png, Marketing Science, 16 (1997), 1, 81-94.
24. "Why do we observe Minimal Warranties?", with Nancy A. Lutz, Marketing Science, 14 (1995), 4, 417-441.
25. "Returns Policies: Making Money by Making Good", with Ivan P. L. Png, Sloan Management Review, Fall, 1995, 65-72.
26. "Competitive Response in Equilibria", with Rajiv Lal, Marketing Science, 14 (1995), 3 (2), 101-108.

27. "Usage Heterogeneity and Extended Service Contracts", Journal of Economics and Management Strategy, 4 (1995), 1(Spring), 33-53.
28. "Competitive Location and Entry Deterrence", with Joyendu Bhadury and R. Chandrasekaran, Location Science, 2 (1994), 4, 259-275.
29. "Warranty Policy and Extended Service Contracts: Theory and An Application to Automobiles", with Ram C. Rao, Marketing Science, 12 (1993), 3, 230-248.
30. "Optimal Pricing of Successive Generations of Product Advances", with Frank M. Bass, International Journal of Research in Marketing, 10 (1993), 185-207.

BOOK CHAPTERS AND OTHER PUBLICATIONS

1. "Marketing and Warranty" in Product Warranty Handbook, ed. W. R. Blischke and D. N. P. Murthy, Marcel-Dekker Inc., (1995), 393-408.
2. "Extended Service Contracts" in Product Warranty Handbook, ed. W. R. Blischke and D. N. P. Murthy, Marcel-Dekker Inc., (1995), 439-452.
3. "Equilibrium Product Location" in G. Raghuram (ed.). Proceedings of the Operation Research Society of India, December 1992.
4. "Referral Infomediaries" with Yuxin Chen and Ganesh Iyer, Marketing Science Institute – Working Paper Series, 2003.
5. "Strategic Interactions and Channel Contracts: A Review" with Ganesh Iyer, in Managing Business Interfaces: Marketing, Engineering, and Manufacturing Perspectives, ed. A. Chakravarty and J. Eliashberg, Kluwer Academic Press, 2003.
6. "Navigating the Asian Markets", European Business Forum, Issue 15, Autumn 2003. Reprinted in "Retail and Consumer Growth Dynamics: From New Delhi to New Zealand", Price Waterhouse Coopers Executive Summary, 2003/2004.

RESEARCH IN PROGRESS

- "Who Prices: Manufacturers' versus Retailers' control of Retail Prices" with Nils Rudi and Ilia Tsetlin.
- "Store Loyalty: Are Consumers as Promiscuous as Believed" with Marcel Corstjens and K. Sudhir.

- “Cracking Retail in Asia-Pac: Lessons from the Trenches” with Dominique Lecossois
- “Feature Overload” with Kaifu Zhang
- “A Countersignaling Framework of Inconspicuous Luxury” with Yakov Bart and Kaifu Zhang
- “Private Consumption and Infrastructure” with Puja Agarwal and Pushan Dutt
- “Recovery Dynamics following a Crisis” with Inyoung Chae and Pushan Dutt
- “Valuation in UGC Settings” with Kaifu Zhang and Theos Evgenious.

DOCTORAL PROGRAM ACTIVITIES

- a) Ph. D. Liaison, Marketing, Stanford University, Spring 1995 - Summer 1998.
- b) Member on Doctoral Thesis Committees:
 1. Kaifu Zhang, INSEAD 2008-
 2. Peter Pal Zubscek, 2008-2010
 3. Zsolt Katona, INSEAD 2007-08
 4. Xi Yiang, INSEAD, 2006
 5. Rupinder Jindal, INSEAD, 2006
 6. Mumin Kurtulus, INSEAD, 2005.
 7. Hai Che, Marketing, Olin School of Business, Washington University, 2002.
 8. Rakesh Niraj, Marketing, Olin School of Business, Washington University, 2001
 9. V. Krishnan, Industrial Engineering, Stanford University, 1996.
 10. Martin Lariviere, Operations, Information and Technology, GSB, Stanford University, 1995.
 11. David Bell, Marketing, GSB, Stanford University, 1995.
 12. Surendra Rajiv, Marketing, GSIA, Carnegie Mellon University, 1995.
- c) External Reviewer for Doctoral Thesis
 1. George Easaw, Indian Institute of Technology, Mumbai, 2004.
 2. Wang Qihong, National University of Singapore, Singapore 2006.
 3. Shanfei Feng, National University of Singapore, Singapore 2007.

PEDAGOGICAL MATERIALS

- “The Indian Rural Market: Is there a Fortune at the Bottom of the Pyramid”, INSEAD, 2009, pre-release version.
- “Cisco Systems: Leveraging the Telecom Boom in India”, INSEAD, 2009, pre-release version.
- “Crisis and Consumption Smoothing”, INSEAD Simulation, 2009.
- “Competing with Walmart”, INSEAD, 2007, pre-release version.
- “Lufthansa Cargo: The Seagate Case”, INSEAD, 2006, pre-release version.
- “Autobytel”, INSEAD, 2006, pre-release version.
- “Homestead”, INSEAD Case and Teaching Note, January 2004.
- “Airpork: From Zero to Hero”, INSEAD Case and Teaching Note, January 2003. Reprinted in “Marketing Management: An Asian Casebook”, Pearson - Prentice Hall, 2004.
- “Boeing: A Service Driven Growth Agenda”, Olin Case, Fall 2000.
- “Ernie: E&Y Online Consulting for SME’s”, Olin Case, Fall 1999.
- “The Commercial Aircraft Industry”, Stanford Business School Case, Fall 1996.

PROFESSIONAL AFFILIATIONS

a) Membership in Professional Associations and Societies

1. American Marketing Association
2. The Institute of Management Science
3. Marketing Institute of Singapore

b) Editorial Board

1. Marketing Science
2. International Journal of Research in Marketing
3. Journal of Service Research
4. Review of Marketing Science
5. ECR Journal
6. Associate Editor, Quantitative Marketing and Economics.
7. Associate Editor, Special Issue, Production and Operations Management.
8. Associate Editor, Special Issue, Management Science.

c) Reviewer

1. Marketing Science
2. Journal of Marketing Research
3. Management Science
4. Rand Journal of Economics
5. Managerial and Decision Economics
6. Journal of Economics and Management Strategy
7. Journal of Industrial Economics

8. Journal of Retailing
9. Journal of Service Research
10. European Journal of Operations Research
11. Sloan Management Review
12. Operations Research
13. Journal of Marketing
14. OMEGA
15. IBM Systems Journal
16. International Journal of Research in Marketing
17. Review of Marketing Science
18. Quantitative Marketing and Economics
19. International Journal of Industrial Organization
20. Production and Operations Management