

Girish Mallapragada

EXPERIENCE

2011 – present	Indiana University, Kelley School of Business Associate Professor of Marketing Weimer Faculty Fellow (2020 – present) Eli Lilly and Company Faculty Fellow (2018 – 2020) Assistant Professor of Marketing (2011-2018) 3M Faculty Fellow (2015-2017)
2007 – 2011	The University of North Carolina at Chapel Hill, Kenan-Flagler Business School Assistant Professor of Marketing

RESEARCH INTERESTS

Innovation, Social Media, Marketing Channels, Interfirm Governance, Political Marketing

EDUCATION

2008	The Pennsylvania State University, Smeal School of Business Ph.D. in Marketing
2001	Indian Institute of Management, Lucknow MBA in Marketing and Information Technology
1999	Osmania University Bachelor's in Mechanical Engineering

PUBLICATIONS

Web of Science Social Science Citation Index: 527 (h-index: 7, i-10 index: 6)

Google Scholar Citations: 1229 (h-index: 9, i-10 index: 9)

*Equal Authorship

**Ph.D. Student

1. Slotegraaf, Rebecca and Girish Mallapragada (2022), “Navigating Open Innovation”, Forthcoming in **PDMA Handbook of New Product Development – 4th Edition**.
2. Mallapragada, Girish, Aditya Gupta, and Brett Josephson (2022), “The Impact of Social Capital and Transaction Efficacy on Salesperson Performance”, **Production and Operations Management**, 31(9), 3525-3542.
3. Borah, Sourav, Girish Mallapragada, Raghu Bommaraju, Raj Venkatesan, and Tek Thongpanl (2022), “Interfirm Collaboration and Exchange Relationships: A Research Agenda for Future Research”, **International Journal of Research in Marketing**, 39(2), 603-618.
4. Herd, Kelly, Girish Mallapragada, and Vishal Narayan (2022)*, “Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”, **Journal of Marketing**, 86(5), 117-134.
5. Fossen, Beth, Girish Mallapragada, and Anwesha De** (2021), “Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements”, **Marketing Science**, 40(2), 305-324.

6. Srinivasan, Raji, Stefan Wuyts, and Girish Mallapragada (2018)*, “Board Interlocks and New Product Introductions”, **Journal of Marketing**, 82 (1), 132-148.
7. Mallapragada, Girish, and Raji Srinivasan (2017), “Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains”, **Decision Sciences**, 48 (6), 1164-1197.
8. Mallapragada, Girish, Sandeep Chandukala, and Qing Liu (2016), “Exploring the Effects of What (Product) and Where (Website) Characteristics on Online Shopping Behavior”, **Journal of Marketing**, 80(2), 21-38.
9. Mallapragada, Girish, Nandini Lahiri, and Atul Nerkar (2016), “Peer Review and Research Impact”, **Customer Needs and Solutions**, 3(1), 29-41.
10. Mallapragada, Girish, Rajdeep Grewal, Raj Mehta, and Ravi Dharwadkar (2015), “Virtual Interfirm Relationships: Examining Heterogeneity in the Effects of Dependence Structures on Relational Outcomes”, **Journal of the Academy of Marketing Science**, 43(5), 610-628.
- Best Paper Finalist in the Journal of the Academy of Marketing Science in 2015.
11. Grewal, Rajdeep, Alok Kumar, Girish Mallapragada, and Amit Saini (2013)*, “Efficacy of Channel Control Mechanisms in Foreign Markets: The Role of Multinational Corporations’ Global Strategies and the Host Country Environment”, **Journal of Marketing Research**, 50(3), 378-398.
12. Grewal, Rajdeep, Murali Chandrasekharan, Jean L. Johnson, and Girish Mallapragada (2013), “Environments, Unobserved Heterogeneity, and the Effect of Market Orientation on Outcomes for High-Tech Firms”, **Journal of the Academy of Marketing Science**, 41(2), 206-233.
13. Mallapragada, Girish, Rajdeep Grewal, and Gary Lilien (2012), “User-Generated Open Source Products: Founder’s Social Capital and Time-to-Market”, **Marketing Science**, 31(3), 474-492.
14. Grewal, Rajdeep, Gary Lilien, and Girish Mallapragada (2006), “Location, Location, Location: How Network Embeddedness Affects Project Success in Open Source Systems”, **Management Science**, 52(7), 1043-1056.

MANUSCRIPTS IN REVIEW

1. Mallapragada, Girish, Raghu Bommaraju, Alok Kumar, and Kiran Pedada (2022), “To Acquire or To Ally? The Impact of Strategic Emphasis on Governance Mode Choice”, in **second round** review at **Journal of Marketing Research**.
2. Lee, Junghee, Girish Mallapragada, Mitch Olsen, Daewon Sun, and Dennis Yu (2022)*, “The Impact of Brand Equity on the Launch of Radical Product Innovations”, in **first round** review at **Journal of Marketing Research**.

WORKING PAPERS

1. Mallapragada, Girish, Vamsi Kanuri, and Beth Fossen, “Who They Are and What They Say: The Interplay between US Senators’ Demographic Identity and their Social Media Content, and its Impact on Audience Engagement”, draft being prepared for submission to *Marketing Science*.
2. Mah, Suyun, Rebecca Slotegraaf, and Girish Mallapragada, “Going Public: How Stock Market Listing Changes Corporate Social Irresponsibility”, draft being prepared for submission to *Journal of Marketing*.

3. Mah, Suyun, Rebecca Slotegraaf, and Girish Mallapragada, “Marketing Strategies to Prepare for Short-Term and Longer-Term IPO Success”, draft being prepared for submission to Journal of Marketing.
4. De, Anwasha, Girish Mallapragada, and Rebecca Slotegraaf. “Differential Impact of Marketing Communications on the Shift in a Brand’s Health Focus,” draft being prepared for submission to Journal of Marketing.
5. Bai, Yin, Rui Wang, Xingyao Ren, and Girish Mallapragada, “Messaging Strategy in TikTok Advertising and its Impact on Purchase and Renewal in the Health Insurance Market: A Machine-learning Approach”, draft being prepared for submission to Journal of Marketing.
6. Slotegraaf, Rebecca, Girish Mallapragada, Sandeep Chandukala, and Mitch Olsen, “Fast and Furious? Unpacking Mimetic Product Introductions Following a Shift in the Yogurt Market”, draft being prepared for submission to Journal of Marketing.
7. Slotegraaf, Rebecca, Girish Mallapragada, Sandeep Chandukala, and Mitch Olsen “When and How to Stand out From the Crowd: The Performance Implications of Diverging Innovation Actions”, draft being prepared for submission to Journal of Marketing Research.

INVITED UNIVERSITY SEMINARS

January 2022 at University of Central Florida

“Moral Language and Identity in Political Communication: Evidence from US Senators’ Tweets”

October 2021 at University of Wisconsin

“Moral Language and Identity in Political Communication: Evidence from US Senators’ Tweets”

April 2021 at University of Illinois at Urbana Champaign

“Moral Language and Identity in Political Communication: Evidence from US Senators’ Tweets”

March 2021 at University of Nebraska at Lincoln

“Moral Language and Identity in Political Communication: Evidence from US Senators’ Tweets”

December 2019 at the Indian Institute of Management, Ahmedabad

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

November 2019 at the Indian School of Business, Hyderabad

“Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements”

November 2019 at the Indian School of Business, Hyderabad

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

November 2019 at Indian Institute of Management, Lucknow

“Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements”

October 2019 at the Melbourne Business School

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

February 2017 at The University of Texas at Austin

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

January 2017 at The University of California at Davis

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

October 2016 at The University of Central Florida

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

September 2016 at The University of Illinois at Urbana-Champaign

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

November 2015 at the Indian School of Business, Hyderabad

“Competitive Response to Disruptive New Product Introductions: When a New Player Upends an Established Category”.

October 2010 at Indiana University

“Born to Win: Network Structure at Founding and Open Source Project Survival”

Fall 2006 at London Business School, University of Minnesota, University of Illinois at Urbana-Champaign, University of North Carolina at Chapel Hill, Emory University, Michigan State University, National University of Singapore, Singapore Management University

“Born to Win: Network Structure at Founding and Open Source Project Survival”

SELECTED PEER-REVIEWED CONFERENCE PRESENTATIONS

2022 AMA Global Marketing SIG Annual Conference

“Strategic Emphasis and a Firm’s Choice of Governance Mode: The Moderating Role of Internal Leadership & External Monitoring”

2021 DSI Annual Conference

“Strategic Emphasis and a Firm’s Choice of Governance Mode: The Moderating Role of Internal Leadership & External Monitoring”

2021 AMA Winter Educator’s Conference

“Strategic Emphasis and a Firm’s Choice of Governance Mode: The Moderating Role of Internal Leadership & External Monitoring”

2020 IJRM-ISB Thought Leadership Virtual Conference on Global Marketing Strategy; Invited Conference

“Interfirm Collaboration and Exchange Relationships”

2020 AMA Winter Educator’s Conference

“To Imitate or Differentiate: Managing Speed and Type of Product Actions Following a Category Disruption”

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

“Incumbent Response to Market Disruptions”

2019 AMA Winter Educator’s Conference

“Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements”

“The Effectiveness of Health-Focused Product Introductions as Strategic Decisions”

2018 AMA Winter Educator’s Conference

“To Imitate or Differentiate: Managing Speed and Type of Product Actions Following a Category Disruption”

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

“Incumbent Response to Market Disruptions”

2017 AMA Winter Educator’s Conference

“To Imitate or Differentiate: Managing Speed and Type of Product Actions Following a Category Disruption”; Presenter & Session Chair

“Corporate Social Responsibility, Brand Equity and Firm Performance”

2016 AMA Winter Educator’s Conference

“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”

“Incumbent Response to Market Disruptions”; Presenter & Session Chair

- 2016 INFORMS Marketing Science Conference, Shanghai
“Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”
November 2015 at Indian School of Business
“Competitive Response to Disruptive New Product Introductions: When a New Player Upends an Established Category.”
- 2015 INFORMS Marketing Science Conference, Baltimore
“Cheering the Underdog: Crowdfunding and Backers’ Need for Uniqueness.”
- 2015 MSI Thought Leaders in Customer Engagement and Customer Relationship Management; Invited Conference
“What You Know vs. Who You Know: The Competing Roles of Salesperson Networks in Customer Relationship Management”
- 2014 AMA Winter Educator’s Conference, San Antonio
“How Competitive New Product Actions in Response to a Disruptive New Product Introduction Influence Industry Growth
- 2014 AMA Winter Educator’s Conference, Orlando
“Board Interlocks and Organizational Innovation”; Presenter & Session Chair
- 2013 International PDMA Conference
“Which Technologies are Included in Patent Pools? How Market and Social Factors Impact the Licensing of Patents.”
- 2012 AMA Winter Educator’s Conference, St. Petersburg
“Which Technologies are Included in Patent Pools? How Market and Social Factors Impact the Licensing of Patents.”
- 2010 ISBM Academic Conference
“Cyberspace as Social Space: Understanding the Structure of Collaboration in User-driven Idea Generation.”
- 2009 Product and Service Innovation Conference, University of Utah
“Alphas and the Betas: Tracing the Product Development Lifecycle.”
- 2008 ISBM Academic Conference
“Alphas and Betas: Tracing the Product Development Lifecycle.”
- 2008 INFORMS Marketing Science Conference
“Efficacy of Channel Control Mechanisms in Foreign Markets: The Role of Multinational Corporations’ Global Strategies and the Host Country Environment.”

HONORS AND AWARDS

Weimer Faculty Fellowship, 2020-present.

Finalist for the Faculty Exceptional Inspiration and Guidance Award by Kelley Doctoral Student Association, Indiana University, 2020-2021.

Eli Lilly and Company Faculty Fellowship, 2019-2020.

3M Faculty Fellowship, 2015 – 2017.

Finalist for the Faculty Exceptional Inspiration and Guidance Award by Kelley Doctoral Student Association, Indiana University, 2017-2018.

Finalist for the Sauvain Undergraduate Teaching Award, Indiana University, 2017.

Finalist for the Faculty Exceptional Inspiration and Guidance Award by Kelley Doctoral Student Association, Indiana University, 2016-2017.

Finalist for the Sauvain Undergraduate Teaching Award, Indiana University, 2016.

Nominated for the Trustees Teaching Award, 2015.

Smeal Doctoral Dissertation Award, Penn State University, 2006.
 Peter Liberti and Judy D. Olian Scholarship, Penn State University, 2006.
 ISBM Business Marketing Doctoral Fellow, 2005.
 ISBM Doctoral Dissertation Award, 2005.
 David T. Wilson Scholarship, Penn State University, 2005-2006.
 ISBM Scholarship, Penn State University, 2005-2007.
 AMA Doctoral Consortium Fellow, University of Connecticut, 2005.
 Paul F. Anderson Scholarship, Penn State University, 2004-2005.
 Haring Symposium Fellow, Indiana University, 2004
 Smeal Small Research Grant from the Dean's Office, Penn State University, 2004.
 Smeal Scholarship, Penn State University, 2002.

TEACHING

Kelley School of Business, Indiana University 2011-present

MBA/Online MBA

Strategic Marketing Management (Marketing Core) – Kelley Direct Online MBA (2020-present)
 Introduction to Marketing (Marketing Core) – Full time MBA (2017-2019)
 Marketing of Technology – Full time MBA (2020-present)
 Marketing Intelligence Management – Full time MBA (2012-2017)

PhD

Research Seminar in Marketing Strategy (2015-present)

Undergraduate

Marketing Strategy (2012-2017)

Kenan-Flagler Business School, UNC Chapel Hill

MBA

Pricing (2009-2011)

Undergraduate

Introduction to Marketing (Marketing Core) – (2009-2011)
 B2B Marketing (2008-2009)
 Brand and Product Management (2008-2009)
 Product Management (2007-2008)
 Strategic Marketing (2007-2008)

SERVICE

Discipline

<i>Chair of the Marketing Strategy SIG</i>	2019 – present
<i>Session Chair for Marketing & Consumer Behavior DSI Conference</i>	2021
<i>Co-Chair of the Summer AMA Conference</i>	2020

Membership on Editorial boards

Associate Editor

<i>Journal of Marketing Research</i>	2022 – present
--------------------------------------	----------------

Board Member

<i>Journal of Marketing</i>	2018 – present
<i>Journal of Marketing Research</i>	2017 – 2022
<i>Journal of the Academy of Marketing Science</i>	2015 – present

<i>Customer Needs and Solutions</i>	2013 – present
<i>Journal of Business Research</i>	2018 – present
<i>Marketing Science</i>	2007 – 2008
<u>Ad-hoc Reviewer</u>	
<i>Marketing Science</i>	2007 – present
<i>Journal of Marketing</i>	2008 – 2018
<i>Journal of Marketing Research</i>	2014 – 2017
<i>Management Science</i>	2008 – present
<i>ISBM Dissertation Competition Award</i>	2008 – present
<i>Journal of Marketing Research</i>	2010 – 2016
<i>International Journal of Research in Marketing</i>	2019 – present
<i>AMA Howard Doctoral Dissertation Award Competition</i>	2016 – present
<i>Journal of International Business Studies</i>	2020 – present
<i>Journal of Business Research</i>	2016 – present
<i>Journal of Retailing</i>	2016 – present
<i>Marketing Letters</i>	2016 – present
<i>AMA Howard Doctoral Dissertation Award Competition</i>	2016 – present
<i>School and Department Service</i>	
<i>Kelley School of Business</i>	
Faculty Review Committee, Non-tenure Track	2021 – present
Doctoral Program Committee, Member	2021 – present
Academic Council	2018 – 2020
Teaching and Service Excellence Committee	2015 – 2016
<i>Marketing Department</i>	
Co-Ordinator, Marketing Department Ph.D. Program	2022 – present
Department LinkedIn Coordinator	2020 – present
Member, Marketing Department Recruiting Committee	2011 – 2020
Doctoral Student Paper Examiner	2011 – 2022
Co-Chair of Haring Symposium	2013 and 2014
<i>Doctoral Program</i>	
<u>Ph. D. Dissertation Committee Chair</u>	
Anwasha De	2016 – 2021
<i>Placement: Bocconi University</i>	
<u>Ph. D. Dissertation Committee Member</u>	
Ben Lee	2017– 2022
<i>Placement: Penn State - Erie</i>	
Suyun Mah	2016 – 2021
<i>Placement: Singapore Management University</i>	
Yoonju Han	2011 – 2018
<i>Placement: Lehigh University</i>	
Shekhar Misra	2013 – 2018
<i>Placement: Grenoble Ecole de Management</i>	
Abhimanyu Bhattacharya	2012 – 2017
<i>Placement: University of Groningen</i>	
Mitch Olsen	2011 – 2016

Placement: University of Notre Dame

Ph. D. Exam Committee

<i>Department: Management & Entrepreneurship</i>	2021
<i>Department: Operations and Decision Technologies</i>	2018, 2021
<i>Department: Management & Entrepreneurship</i>	2018
<i>Department: Operations and Decision Technologies</i>	2019

MBA Program

Kelley Direct Online MBA Committee	2018 – 2019
MBA Core Committee	2017 – 2019
MBA Policy Committee	2016 – 2019

PROGRAMMING SKILLS

R, Python, Stata, SAS, SQL, WINBUGS, MPLUS

OTHER POSITIONS

2001 – 2002	Customer Relationship Manager Pramati Technologies Private Limited, Hyderabad, India
-------------	---

CONSULTING & INDUSTRY ENGAGEMENT

Executive Education

Parker Hannifin, Walmart Labs