

Girish Mallapragada

EXPERIENCE

Indiana University, Kelley School of Business	
Professor of Marketing	2025 - present
<i>PetSmart, Inc. Distinguished Professor of Marketing Chair</i>	
Associate Professor of Marketing	2018 - 2025
<i>Weimer Faculty Fellow (2020 - 2025)</i>	
<i>Eli Lilly and Company Faculty Fellow (2018 - 2020)</i>	
Assistant Professor of Marketing	2011 - 2018
<i>3M Faculty Fellow (2015-2017)</i>	
The University of North Carolina at Chapel Hill, Kenan-Flagler Business School	
Assistant Professor of Marketing	2007 - 2011

RESEARCH INTERESTS

Innovation, Social Media, Marketing Channels, Marketing Strategy

EDUCATION

The Pennsylvania State University, Smeal School of Business	2008
Ph.D. in Business Administration	
Indian Institute of Management, Lucknow, India	2001
MBA in Marketing and Information Technology	
Osmania University, Hyderabad, India	1995
Bachelor's in Mechanical Engineering	

PUBLICATIONS

Web of Science Social Science Citation Index:	728 (h-index: 10, i-10 index: 12)
Google Scholar Citations:	1619 (h-index: 13, i-10 index: 13)

1. Mah, Suyun, Rebecca Slotegraaf, and Girish Mallapragada, "Dynamics of New Product Announcements and IPO Performance", Forthcoming at *Journal of Marketing*.
2. Mallapragada, Girish, Raghu Bommaraju, Alok Kumar, and Kiran Pedada (2025), "To Acquire or To Ally? The Impact of Strategic Emphasis on Governance Mode Choice", *Journal of Marketing Research*, 62 (4), 645-663.
3. Ganesan, Shankar and Girish Mallapragada (2024), "Navigating Geopolitical Turmoil: Corporate Responses to the Ukraine War and Its Impact on Consumer Mindset", *Journal of Public Policy and Marketing*, 44 (1), 122-139.
4. Slotegraaf, Rebecca and Girish Mallapragada (2023), "Navigating Open Innovation", *PDMA Handbook of New Product Development – 4th Edition*, 299-314.

5. 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.
6. 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.
7. 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.
8. 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.
9. Srinivasan, Raji, Stefan Wuyts, and Girish Mallapragada (2018), “Board Interlocks and New Product Introductions”, *Journal of Marketing*, 82 (1), 132-148.
10. Mallapragada, Girish, and Raji Srinivasan (2017), “Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains”, *Decision Sciences*, 48 (6), 1164-1197.
11. 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.
12. Mallapragada, Girish, Nandini Lahiri, and Atul Nerkar (2016), “Peer Review and Research Impact”, *Customer Needs and Solutions*, 3 (1), 29-41.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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 (PLEASE EMAIL IF YOU NEED DETAILS)

WORKING PAPERS (PLEASE EMAIL IF YOU NEED DETAILS)

TEACHING

Kelley School of Business, Indiana University

Kelley Direct Online MBA

Integrated Marketing Management (Online MBA Marketing Core) 2020 - present

Sungkyunkwan University-Indiana University EMBA

Marketing Strategy 2023 - 2024

Ph.D.

Seminar on Research Design (School-wide Course) 2023 - present

Seminar on Marketing Strategy 2015 - present

Seminar on Research Methods in Marketing 2024

Full-time MBA

Marketing Management (Marketing Core) 2017 - 2019

Marketing of Technology 2020 - present

Marketing Intelligence Management 2012 - 2017

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; Brand and Product Management 2008 - 2009

Brand and Product Management 2008 - 2009

Product Management 2007 - 2008

Strategic Marketing 2007 - 2008

SERVICE

Marketing Department

Co-chair, Faculty Recruiting Committee 2023, 2025

Coordinator, Marketing Department Ph.D. Program 2022 - 2024

Department LinkedIn Coordinator 2020 - present

Member, Recruiting Committee 2011 - 2020

Doctoral Student Paper Examiner 2011 - 2022

Co-Chair of Haring Symposium 2013 & 2014

Chair - Dissertation Committee

Anwesha De 2021

Placement: Bocconi University (current: University of Nebraska Lincoln)

Member - Dissertation Committee

Dongwook Chae	2026 (E)
<i>Placement: Virginia Commonwealth University</i>	
Wenqian Ni	2025
<i>Placement: Post-doc at Colorado State University</i>	
Ben Lee	2022
<i>Placement: Penn State - Erie</i>	
Suyun Mah	2021
<i>Placement: Singapore Management University</i>	
Yoonju Han	2018
<i>Placement: Lehigh University</i>	
Shekhar Misra	2018
<i>Placement: Grenoble Ecole de Management</i>	
Abhimanyu Bhattacharya	2017
<i>Placement: University of Groningen (current: Michigan State)</i>	
Mitch Olsen	2016
<i>Placement: University of Notre Dame</i>	

Kelley School of Business

Chair: Undergraduate Honors Program	2024 - present
Faculty Review Committee, Non-tenure Track	2021 - 2024
Doctoral Program Committee	2022 - 2024
Academic Council	2018 - 2020
Teaching and Service Excellence Committee	2015 - 2016
Kelley Direct Online MBA Committee	2018 - 2019
MBA Core Committee	2017 - 2019
Ph. D. Examination Committee	
Department: Management & Entrepreneurship	2018, 2021
Department: Operations and Decision Technologies	2018-19, 2021

Member - Dissertation Committee (External)

Jungqiu Jinag - Singapore Management University	2025
Anurag Vij - Singapore Management University	2021

Profession

Associate Editor	
Journal of Marketing Research	2022 - present
Journal of Marketing	2023 – present
Data Editor	
Journal of Marketing	2024 – 2025
Editorial Review Board	
Marketing Science	2007 - 2008
Customer Needs and Solutions	2013 - present
Journal of the Academy of Marketing Science	2015 - present
Journal of Marketing Research	2017 - 2022

Journal of Marketing	2018 - 2023
Journal of Business Research	2018 - present
Journal of Retailing	2022 - present
Ad-hoc Reviewer	
Marketing Science	2007 - present
Journal of Marketing	2008 - 2018
Management Science	2008 - present
ISBM Dissertation Competition Award	2008 - present
Journal of Marketing Research	2010 - 2017
AMA Howard Doctoral Dissertation Award Competition	2016 - present
Journal of Business Research	2016 - 2018
Journal of Retailing	2016 - 2022
Marketing Letters	2016 - 2021
John Howard/AMA Doctoral Dissertation Award	2016 - present
Journal of Product Innovation and Management	2017 - present
International Journal of Research in Marketing	2019 - present
Journal of International Business Studies	2020 - present
Academic Leadership	
American Marketing Association	
Member of Academic Council	2024 - present
Chair of Marketing Strategy SIG	2019 - present
Co-Chair of John Howard/AMA Doctoral Dissertation Award	2023
Chair of AMA's Summer Educators' Conference	2020
Decision Sciences Institute	
Session Chair of Marketing & Consumer Behavior DSI Conference	2021
Other	
External Evaluator, SUNY Alfred State College 4-year Marketing BBA Program	2022
INVITED UNIVERSITY SEMINARS	
“Sales Contests for New Products: Evidence from a Field Experiment in India”	
University of Nebraska at Lincoln	2025
Georgia State University	2025
Washington State University	2025
“Moral Language and Identity in Political Communication: Evidence from US Senators' Tweets”	
Georgia Tech University	2025
London School of Economics	2025
University of Leeds	2025
McGill University	2024
Arizona State University	2023
University of Central Florida	2022
University of Wisconsin	2021
University of Illinois at Urbana-Champaign	2021
University of Nebraska at Lincoln	2021

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

Indian School of Business, Hyderabad	2019
Indian Institute of Management, Lucknow	2019

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

Indian Institute of Management, Ahmedabad	2019
Indian School of Business, Hyderabad	2019
Melbourne Business School	2019
The University of Texas at Austin	2017
The University of California at Davis	2017
University of Illinois at Urbana-Champaign	2016
University of Central Florida	2016

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

Indian School of Business	2015
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“Born to Win: Network Structure at Founding and Open Source Project Survival”

Indiana University	2010
London Business School	2006
University of Minnesota	2006
University of Illinois at Urbana-Champaign	2006
University of North Carolina at Chapel Hill	2006
Emory University	2006
Michigan State University	2006
National University of Singapore	2006
Singapore Management University	2006

SELECTED PEER-REVIEWED CONFERENCE PRESENTATIONS

Marketing Science-SMU DEI Conference	2023
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“Identity and Content in Political Communication: Evidence from US Senators’ Tweets”

AMA Winter Educator’s Conference	2023
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“Identity and Content in Political Communication: Evidence from US Senators’ Tweets”

AMA Global Marketing SIG Annual Conference	2022
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“Strategic Emphasis and a Firm’s Choice of Governance Mode: The Moderating Role of Internal Leadership & External Monitoring”

DSI Annual Conference	2021
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“Strategic Emphasis and a Firm’s Choice of Governance Mode: The Moderating Role of Internal Leadership & External Monitoring”

AMA Winter Educator’s Conference	2021
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“Strategic Emphasis and a Firm’s Choice of Governance Mode: The Moderating Role of Internal Leadership & External Monitoring”

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

“Interfirm Collaboration and Exchange Relationships”

- AMA Winter Educator's Conference 2020
 "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"
- AMA Winter Educator's Conference 2019
 "Impact of Political Television Advertisements on Viewers' Response to Subsequent Advertisements"
 "The Effectiveness of Health-Focused Product Introductions as Strategic Decisions"
- AMA Winter Educator's Conference 2018
 "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"
- AMA Winter Educator's Conference 2017
 "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"
- AMA Winter Educator's Conference 2016
 "Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?"
 "Incumbent Response to Market Disruptions"; Presenter & Session Chair
- INFORMS Marketing Science Conference, Shanghai 2016
 "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."
- INFORMS Marketing Science Conference, Baltimore 2016
 "Cheering the Underdog: Crowdfunding and Backers' Need for Uniqueness."
- MSI Thought Leaders in Customer Engagement and Customer Relationship Management; Invited Conference 2015
 "What You Know vs. Who You Know: The Competing Roles of Salesperson Networks in Customer Relationship Management"
- AMA Winter Educator's Conference, San Antonio 2015
 "How Competitive New Product Actions in Response to a Disruptive New Product Introduction Influence Industry Growth"
- AMA Winter Educator's Conference, Orlando 2014
 "Board Interlocks and Organizational Innovation"; Presenter & Session Chair
- International PDMA Conference 2013
 "Which Technologies are Included in Patent Pools? How Market and Social Factors Impact the Licensing of Patents."
- AMA Winter Educator's Conference, St. Petersburg 2012
 "Which Technologies are Included in Patent Pools? How Market and Social Factors Impact the Licensing of Patents."

ISBM Academic Conference	2010
“Cyberspace as Social Space: Understanding the Structure of Collaboration in User-driven Idea Generation.”	
Product and Service Innovation Conference, University of Utah	2009
“Alphas and the Betas: Tracing the Product Development Lifecycle.”	
ISBM Academic Conference	2008
“Alphas and Betas: Tracing the Product Development Lifecycle.”	
INFORMS Marketing Science Conference	2008
“Efficacy of Channel Control Mechanisms in Foreign Markets: The Role of Multinational Corporations’ Global Strategies and the Host Country Environment.”	

HONORS AND AWARDS

Faculty Panelist, Marketing Dynamic Conference, Goa Institute of Management, 2025
 Faculty Representative, Marketing Strategy Consortium, University of South Carolina, 2025
 Faculty Representative, Marketing Strategy Consortium, University of Cologne, 2024
 AMA Doctoral Consortium Faculty Representative, Norwegian School of Management, 2023
 Faculty Representative, Marketing Strategy Consortium, University of Georgia, 2023
 American Marketing Association, Journal of Marketing Outstanding Reviewer Award, 2022
 Faculty Representative, Marketing Strategy Consortium, Texas A&M University, 2022
 Weimer Faculty Fellowship, Indiana University, 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, Indiana University, 2019-2020.
 3M Faculty Fellowship, Indiana University, 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, Indiana University, 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, Penn State University, 2005.
 ISBM Doctoral Dissertation Award, Penn State University, 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.

PROGRAMMING SKILLS

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

OTHER POSITIONS

Pramati Technologies Private Limited, Hyderabad, India
Customer Relationship Manager

2001 - 2002

CONSULTING & INDUSTRY ENGAGEMENT

Executive Education
Parker Hannifin, Walmart Labs