

Girish Mallapragada

ACADEMIC POSITIONS

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

OTHER POSITIONS

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

RESEARCH INTERESTS

Innovation, New Product development, Social Networks, User Generated Content, Crowdsourcing, Marketing Channels

EDUCATION

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

PUBLICATIONS

Research Impact

Web of Science Social Science Citation Index: 378 (h-index: 6, i-10 index: 5)
Google Scholar Citations: 906 (h-index: 8, i-10 index: 7)

Fossen, Beth, Girish Mallapragada and Anwasha De (2020), “Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements”, Forthcoming at *Marketing Science*.

Srinivasan, Raji, Stefan Wuyts and Girish Mallapragada (2018), “Board Interlocks and New Product Introductions”, *Journal of Marketing*, 82 (1), 132-148.

Mallapragada, Girish, and Raji Srinivasan (2017), “Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains”, *Decision Sciences*, 48 (6), 1164-1197.

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.

Mallapragada, Girish, Nandini Lahiri and Atul Nerkar (2016), “Peer Review and Research Impact”, *Customer Needs and Solutions*, 3(1), 29-41.

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.

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.

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.

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.

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

Herd, Kelly, Girish Mallapragada, and Vishal Narayan, “Does Connectivity Among Backers Help or Hurt Crowdfunding Success of New Ideas?”, **invited for second round review** at *Journal of Marketing*.

Mallapragada, Girish, Raghu Bommaraju and Kiran Pedada, “Strategic Emphasis and a Firm’s Choice of Governance Mode: The Moderating Role of Internal Leadership & External Monitoring”, **reject-resubmit** at *Journal of Marketing Research*.

Mallapragada, Girish, Aditya Gupta, Jean Johnson and Brett Josephson, “Does the Rolodex Really Matter? The Impact of Who You Know and What You Do on Salesperson Performance”, **reject-resubmit** at *Production and Operations Management*.

Mah, Suyun, Rebecca Slotegraaf, and Girish Mallapragada, “Marketing Strategies to Prepare for Short-Term and Longer-Term IPO Success”, **in first round review** at *Journal of Marketing Research*.

Mallapragada, Girish, Sandeep Chandukala and Qing Liu, “A Study of Online Consumer Shopping: Hybrid Segmentation Based on Transaction Heterogeneity”, **in first round review** at *Journal of Retailing*.

WORKING PAPERS

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*.

Slotegraaf, Rebecca, Mitch Olsen, Sandeep Chandukala and Girish Mallapragada, “Fast and Furious? Unpacking Mimetic Product Introductions Following a Shift in the Yogurt Market”, draft being prepared for submission to *Journal of Marketing*.

Olsen, Mitch, Rebecca Slotegraaf, Girish Mallapragada and Sandeep Chandukala, “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*.

Fossen, Beth, Girish Mallapragada and Vamsi Kanuri, “Political Morality and Social Media”, data analysis in progress.

INVITED UNIVERSITY SEMINARS

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 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

- 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.
- Eli Lilly and Company Faculty Fellowship, 2019-2020.
- 3M Faculty Fellowship, 2014 – 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

- Marketing of Technology – Full time MBA (2020-present)

Strategic Marketing Management – Kelley Direct Online MBA (2020-present)
 Research Seminar in Marketing Strategy – PhD (2015-present)
 Introduction to Marketing – Full time MBA (2017-2019)
 Marketing Intelligence Management – Full time MBA (2011-2017)
 Marketing Strategy – Undergraduate (2011-2017)

SERVICE

AMA and SIGs

Chair of the Marketing Strategy SIG 2019 – present
Co-Chair of the Summer AMA Conference 2020

Membership on Editorial boards

Journal of Marketing 2018 – present
Journal of Marketing Research 2017 – present
Journal of the Academy of Marketing Science 2015 – present
Customer Needs and Solutions 2013 – present
Journal of Business Research 2018 – present
Marketing Science 2007 – 2008

Ad-hoc Reviewer

Journal of Marketing 2008 – 2017
Journal of Marketing Research 2010 – 2016
Management Science 2008 – present
Marketing Science 2007 – present
Journal of Product Innovation and Management 2016 – present
Journal of Business Research 2016 – present
Journal of Retailing 2016 – present
Marketing Letters 2016 – present
ISBM Dissertation Competition Award 2008 – present
AMA Howard Doctoral Dissertation Award Competition 2016 – present

School and Department Service

Kelley School of Business
 Teaching and Service Excellence Committee 2015 – 2016
 Kelley School of Business Academic Council 2018 – present

Doctoral Program

Ph. D. Advisor

Anwasha De 2016 – present

Ph. D. Committee member

Yoonju Han 2011 – 2018

Placement: Lehigh University

Shekhar Misra 2013 – 2018

August 2020

Placement: Grenoble Ecole de Management

Abhimanyu Bhattacharya

2012 – 2017

Placement: University of Groningen

Mitch Olsen

2011 – 2016

Placement: University of Notre Dame

MBA Program

MBA Policy Committee

2016 – 2019

MBA Core Committee

2017 – 2019

Kelley Direct Online MBA Committee

2018 – 2019

Department Activities

Co-Chair of Haring Symposium

2013 and 2014

Member, Marketing Department Ph.D. Committee

2011 – present

Member, Marketing Department Recruiting Committee

2011 – present

Doctoral Student Paper Examiner

2011 – present