

## NANDA KUMAR

### Professor of Marketing

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### Education

Ph.D., University of Chicago, Graduate School of Business, 2000  
(Duncan Simester (co-chair), Surendra Rajiv (co-chair), Abel Jeuland, Eric Anderson, Pradeep Chintagunta)

M.S. Computer Science  
Department of Computer Science and Electrical Engineering  
University of Maryland, MD

B.Engg. Computer Science and Technology (First Class)  
Department of Computer Science and Electrical Engineering  
University of Calcutta, India

### Honors and Awards

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|---------|---|
| 2003    | <b>Outstanding Graduate Teaching Award</b> , School of Management, UTD, 2003                              |
| 2003    | <b>Honorable Mention Davidson Award</b> for the paper published in <i>Journal of Retailing</i> , 2001     |
| 1997    | AMA Doctoral Consortium Fellow, University of Cincinnati, 1997  |
| 1994-97 | University of Chicago, Fellowship   |
| 1991-92 | Graduate Research and Teaching Scholarship, University of Maryland  |
| 1983-90 | National Talent Search Scholarship, National Council of Educational Research and Training (NCERT), India. |

### Published Work

1. “Effective Category Management Depends on the Role of the Category,” with Sanjay Dhar and Steve Hoch, Lead Research Article in *Journal of Retailing*, v77, Summer 2001, pp. 165-184.
2. “Effectiveness of Trade Promotions: Analyzing the Determinants of Retail Pass Through,” with Surendra Rajiv and Abel Jeuland, Lead Research Article in *Marketing Science*, v20, Fall 2001, pp. 382-404.
3. “Comment on Revisiting Dynamic Duopoly with Consumer Switching Costs”, with Eric Anderson and Surendra Rajiv, *Journal of Economic Theory*, v116, n1, 2004, pp. 177-186.
4. “Using Basket Information for Intelligent Supermarket Pricing”, with Ram Rao, *Marketing Science*, v25, n2, 2006, pp. 188-199.
5. On Complementing the Retail Channel with a Direct Online Channel, with Ranran Ruan, *Quantitative Marketing and Economics*, September 2006, pp. 289-323
6. On Customized Products, Standard Products and Competition, with Niladri Syam, *Marketing Science*, v25, n5, 2006, pp. 525-537.

7. Price Competition with Repeat, Loyal Buyers, with Eric Anderson, *Quantitative Marketing and Economics*, 2007, n5, pp. 333-359.
8. Private Label Vendor Selection in a Supply Chain: Quality and Clientele Effects (2010), with Suresh Radhakrishnan and Ram C. Rao, *Journal of Retailing*, v86, n2, June 2010, pp. 148-58
9. Pricing Models for Online Advertising: CPM versus CPC (2010), with Kursad Asdemir and Varghese S. Jacob, *Information Systems Research*, v23, n3, Part 1 of 2, September 2012, pp. 804-822.
10. Content Provision Strategies in the Presence of Peer-to-Peer Networks, with Monica Johar and Vijay Mookerjee, *Information Systems Research*, v23, n3, Part 2 of 2, September 2012, pp. 960-975.
11. Consumer Stockpiling and Competitive Promotional Strategies, with Manish Gangwar and Ram C. Rao, Lead Research Article, *Marketing Science*, v33, n1, 2014, pp. 94-113.
12. Price Matching Guarantee with Endogenous Consumer Search, with Juncai Jiang and Brian Ratchford, forthcoming, *Management Science*
13. Product Line Bundling: Why Airlines Bundle High End and Hotels Bundle Low End, with Steve Shugan, Jihwan Moon and Qiaoni Shi, *Marketing Science*, v36, n1, pp. 124-139
14. Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior, with Vithala Rao, Gary Russell, Hemant Bhargava, Alan Cooke, Tim Derdenger, Hwang Kim, Irwin Lewin, Yu Ma, Nitin Mehta, John Pracejus and R. Venkatesh. Forthcoming, Customer Needs and Solutions

#### **Papers under Review**

- 1) Unintended Consequences of Promotions: Stockpiling by Opportunistic Loyals, with Manish Gangwar and Ram Rao, status: under review at *Marketing Science*

#### **Working Papers**

- 1) Behavioral Targeting, with Juncai Jiang, status: Reject and Resubmit Marketing Science
- 2) Fit and Counterfeit: How fakes can increase Luxury brand profits, with David Richardson. status: To be submitted to Marketing Science
- 3) Visibility through Search Engine Optimization: Gaming with the Search Engines, with Juncai Jiang, status: To be submitted to Marketing Science
- 4) Product Replacement and the Timing of Sales in Durable Good Markets, with David Richardson status: (1<sup>st</sup> Round) Marketing Science
- 5) Should Managers Care about Intra-Household Heterogeneity?, with Parneet Pahwa and B.P.S. Murthi
- 6) Effect of Framing Appeals in Crowdsourcing Funding, with Juncai Jiang and Parneet Pahwa

#### **Work in Progress**

- 7) Private Label Quality: Regular or Premium?, with Suresh Radhakrishnan and Ram Rao, UTD, status: Analysis in Progress
- 8) Bundling under Competition, with Juncai Jiang and Vithala Rao, status: Analysis in Progress

### **Invited Talks/Conference Presentations**

- Unintended Consequences of Promotions: Stockpiling by Opportunistic Loyals, Indian Institute of Management, Bangalore, July 2017
- Invited discussant at the Inaugural Research Camp, Indian School of Business, July 2017
- Invited Speaker at Marketing Doctoral Camp, Great Lakes Institute for Management, Dec 2016
- Trade Deal Budgets and Profitability of Price Promotions, Invited Discussant UTD Bass FORMS Conference, Feb 2015
- North American Society of Marketing Education in India Conference, Great Lakes Institute for Management, Dec 2015
- “What if Marketers Put Their Customers Ahead of Profits?”, Invited Discussant UTD Bass FORMS Conference, Feb 2014
- “Behavioral Targeting”, Invited Speaker at UTD Bass Forms Conference, Feb 2014
- “Intra-Household Heterogeneity in Choice Models: Should Managers Care?” Marketing Science Conference, Emory University, June 2014
- “Managing a New Product Introduction through Quick Response and Advanced Selling”, invited discussant, SICS Conference, Berkeley, July, 2012
- “Competition in Status Goods”, invited discussant, Quantitative Marketing and Economics Conference, Rochester, September, 2011
- “National Labels Response to Store Brands: Throw in the Towel or Fight Back”, invited discussant, SICS Conference, Berkeley, July, 2011
- “Can Brand Extensions Signal Product Quality”, invited discussant, Quantitative Marketing and Economics Conference, UCLA, October, 2010.
- “Competitive Pricing Strategies with Consumer Stockpiling,” UTD FORMS Conference, February 2010.
- “Bundling of Competitor’s Products in a Retail Channel,” Marketing Science Conference, University of Michigan, Ann Arbor, June 2009.
- “Investments in Technology and Value Appropriation,” Johns Hopkins University, April 2009.
- “Pricing Models for Online Advertising: CPM versus CPC,” Georgetown University, Jan 2009.
- “Investments in Technology and Value Appropriation”, ISIS Conference, ISB, Dec 2007
- “A Model to Analyze the Impact of P2P Technologies on the Market for Content Distribution” Informs International Conference, Puerto Rico, July 2007
- “Pricing Models for Online Advertising: CPM versus CPC” Informs International Conference, Puerto Rico, July 2007
- “Long Tail or Steep Tail? A Field Investigation into How Online Popularity Information Affects the Distribution of Customer Choices”, Invited Discussant, Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, June 2007

- “On Customized Products, Standard Products and Competition”, Singapore Management University, Singapore, September 2005
- “On Customized Products, Standard Products and Competition”, National University of Singapore, Singapore, September 2005
- “Market Segmentation Strategies of Multiproduct Firms”, Invited Discussant, Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, Berkeley, CA, June 2005
- “Using the Compensation Scheme to Signal the Ease of a Task”, Invited Discussant, Quantitative Marketing and Economics (QME), Harvard University, Boston, MA, November 2004
- “Advertising Budgets in Competitive Environments”, Invited Discussant, Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, Berkeley, CA, July 2004
- “On Customized Products, Standard Products and Competition”, Marketing Science Conference, Rotterdam, June 2004
- “On Customized Products, Standard Products and Competition”, University of Minnesota, April 2004
- “On Customized Products, Standard Products and Competition”, Washington University, St. Louis, March 2004
- “Effect of Loyalty Card Programs on Supermarket Prices”, Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, Berkeley, CA, June 2003.
- “Competitive Promotional Strategies with Consumer Stockpiling”, Marketing Science Conference, University of Maryland, Greenbelt, MD, June 2003.
- “On Strategic Pricing and Complementing the Retail Channel with a Direct Internet Channel”, Pricing Conference, Cornell University, Ithaca, NY, September 2002.
- “Complementing the Retail Channel with a Direct Online Channel”, Marketing Science Conference, University of Alberta, Edmonton, Canada, June 2002
- “On Internet and Hybrid Distribution Strategies: Implications for Global Distribution,” International Conference on Globalization of Business and Markets, MDI, Gurgaon, India, December 2001.
- “Competitive Dynamics of Price Promotions”, Marketing Science Conference, Wiesbaden, Germany, July 2001.
- “Supplier of Private Label: National Brand Manufacturer or Third Party Supplier?” Marketing Science Conference, UCLA, June 2000.
- “Determinants of Retail Pass-Through?” Marketing Science Conference, UCLA, June 2000.
- “Price Promotions as Mixed Strategy Equilibria of Static Games?: An Empirical Test and Some Modeling Implications”, Marketing Science Conference, Syracuse University, May 1999.
- “Quality Uncertainty in Differentiated Products: Its Influence on Defensive Pricing and Informative Advertising Strategies”, Marketing Science Conference, *INSEAD*, Paris, July 1998.
- “Advertising Trade Promotions: The Complementary Roles of ‘Pull’ and ‘Push’ Strategies” Marketing Science Conference, *INSEAD*, Paris, July 1998.
- “Comparative Advertising: A Double Edged Sword”, Marketing Science Conference, Berkeley, CA, March, 1997.

### **Professional Experience**

1999-06          Assistant Professor of Marketing, School of Management, UTD

2006	Taught Pricing at INSEAD, Fontainebleau and Singapore campus
1994-99	Teaching Assistant, University of Chicago: Marketing Management, Marketing Channels, Pricing, Regression Analysis, Marketing Research
1992-94	Consultant: Seta Corporation, Mclean, VA
1990-92	Instructor: Introduction to Computer Science, University of Maryland Instructor: Programming in C, University of Maryland

### **Research Interests**

Uncertainty and Competitive Strategies.  
Channels of Distribution.  
Pricing  
Advertising

### **Teaching Interests**

Marketing Management, Database Marketing, Marketing Channels, Pricing (taught at INSEAD in both the Fontainebleau and Singapore campuses, Summer '06 and at Indian School of Business, October-November '08).

### **Editorial Activities**

- Editorial Board, **Marketing Science**
- Editorial Board, **Review of Marketing Science**
- Editorial Board, **International Journal of Operations Research and Information Systems**
- Ad-hoc Associate Editor, **Management Science**
- Ad-hoc reviewer, **Management Science**
- Ad-hoc reviewer, **Journal of Marketing**
- Ad-hoc reviewer, **Journal of Marketing Research**
- Ad-hoc reviewer, **Journal of Retailing**
- Ad-hoc reviewer, **Annals of Operations Research**
- Ad-hoc reviewer, **Operations Research**
- Ad-hoc reviewer, **International Journal of Research in Marketing**
- Ad-hoc reviewer, **Canadian Journal of Administrative Science**

### **Professional Affiliations**

Member of the Institute of Management Science (TIMS) and Operations Research Society of America (ORSA).

**References: Available Upon Request**