

Kusum L. Ailawadi

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Tuck School of Business
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Education

Ph.D. (Marketing) Darden Graduate School of Business Administration University of Virginia	1991 Charlottesville, Virginia
M.B.A. Indian Institute of Management	1984 Bangalore, India
B.Sc. (Physics Honors) St. Stephens College, Delhi University	1982 New Delhi, India

Academic Experience

Charles Jordan 1911 TU'12 Professor of Marketing	2006-Present
Professor of Marketing	2005-2006
Associate Professor of Business Administration (Tenured in 2000)	1997-2005
Assistant Professor of Business Administration Tuck School of Business, Dartmouth College	1993-1997 Hanover, NH

Courses Taught

MBA Core:

Statistics for Managers

MBA Electives:

Marketing Research

Marketing Strategy

Managing the Marketing Channel

Others:

Tuck general management, specialized, and custom executive education programs

Marketing course for Online Bridge™ Program

Academic Experience (Continued)

- Assistant Professor of Marketing** **1992-1993**
Wallace E. Carroll School of Management
Boston College Chestnut Hill, MA
Taught Marketing Research and Applied Marketing Management to undergraduates.
- General Motors Teaching and Research Fellow** **1991-1992**
Darden Graduate School of Business Administration
University of Virginia Charlottesville, VA
Taught First Year Marketing in the Core MBA Program.
- Faculty Member, Executive Training Seminars** **1985-1987**
CMC Limited New Delhi, India
Taught in Computer Appreciation Seminars for Senior and Mid-level Managers.

Industry Experience

- Marketing Executive** **1984-1987**
Computer Maintenance Corporation Limited (CMC Limited) New Delhi, India

Marketed computers, software, and turn-key projects to the government and private industry. Was responsible for the national launch of the company's new multilingual computer. Managed the marketing information system for the region. Taught in computer appreciation seminars for senior executives. Made product presentations to the press and client groups.

Research Interests

Manufacturer-Retailer Interaction, Distribution of Power, and Performance
Consumer and Competitor Response to Marketing Policy Changes
Determinants of Marketing Expenditures and their Impact on Performance

Teaching Interests

Marketing Research	Marketing Strategy	Marketing Channels
Consumer Goods Marketing	Marketing Management	Business Statistics

Honors and Awards

AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2013, 2012, 2010, 2009, 2008, 2005, 2001.

ISMS Marketing Science Doctoral Consortium Faculty Fellow, 2013, 2012.

Overall Best Paper in Conference Award, AMA Winter Educators Conference, 2012.

Best Paper Award, Social Responsibility, Sustainability and Marketing Track, AMA Winter Educators Conference, 2012.

Finalist, Paul E. Green Award, Journal of Marketing Research, 2010.

Outstanding Reviewer Award, Journal of Retailing, 2010.

Emerald Management Reviews Citation of Excellence Award, 2009.

Outstanding Reviewer Award, Journal of Marketing, 2009.

Recognized Among Top 25 Reviewers, Journal of Marketing Research, 2007-2008.

Finalist, Paul E. Green Award, Journal of Marketing Research, 2007.

Winner, John D.C. Little Best Paper Award, Marketing Science, 2005.

Finalist, INFORMS Society for Marketing Science Practice Prize, 2005.

Listed in “The A List – World’s Most Respected Management Professors”, International Institute of Management, 2005, 2006.

Winner, Marketing Science Institute/Journal of Marketing Research Competition on “Practitioner-Academic Collaborative Research”, 2004.

Winner, Harold H. Maynard Award for the Best Article on Marketing Theory and Thought, Journal of Marketing, 2004.

Finalist, William F. O’Dell Award for Most Significant Long-Term Contribution to Marketing Theory, Methodology and/or Practice, Journal of Marketing Research, 2003.

Recognized Among Most Productive Reviewers, Marketing Science, 2003-2005.

Outstanding Reviewer Award, Journal of Retailing, 2003.

Marketing Science Institute Research Award for work on “Linking Performance and Channel Relationship: Perceptual versus Objective Measures of Performance,” Award #4-1190, 2002.

Tuck School's “Outstanding Faculty” in Business Week's Guide to Best B-Schools, 1996, 1998.

Paul Raether Fellowship for Scholarly Excellence, Tuck School, 1997-98.

Winner, First William Davidson Award for Best Contribution to Theory and Practice in Retail Marketing, Journal of Retailing, 1997.

First General Motors Teaching and Research Fellow, University of Virginia, 1991-92.

AMA Doctoral Consortium Fellow, 1990.

Research Publications

Kusum Ailawadi, Karen Gedenk, Tobias Langer, Yu Ma, and Scott Neslin (2013), “Consumer Response to Uncertain Promotions: An Empirical Analysis of Conditional Rebates”, *International Journal of Research in Marketing* (forthcoming).

Kusum Ailawadi, Scott Neslin, Jackie Luan, and Gail Taylor (2013), “Does Retailer CSR Enhance Behavioral Loyalty: A Case for Benefit Segmentation”, *International Journal of Research in Marketing* (forthcoming).

Yu Ma, **Kusum Ailawadi**, and Dhruv Grewal (2013), “Soda Versus Cereal and Sugar Versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis,” *Journal of Marketing*, Vol. 77, Issue 3 (May), 101-120.

Yu Ma, **Kusum Ailawadi**, Dinesh Gauri, and Dhruv Grewal (2011), “An Empirical Analysis of the Effect of Gasoline Prices on Consumer Shopping Behavior,” *Journal of Marketing*, Vol. 75, Issue 2, 18-35.

Earlier version published in MSI Working Paper Series 2010, No. 10-100.

Featured as lead article in *Insights from MSI*, Spring 2010.

Dhruv Grewal, **Kusum Ailawadi**, Dinesh Gauri, Kevin Hall, Praveen Kopalle, and Jane Roberston (2011), “Innovations in Retail Pricing and Promotions,” *Journal of Retailing* Vol. 87, Issue 1, 43-52.

Kusum Ailawadi, Jie Zhang, Aradhna Krishna, and Michael Kruger (2010), “When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes”, *Journal of Marketing Research*, Vol. 47, Issue 4 (August), 577-593.

Finalist for 2010 Paul E. Green Award.

Kusum Ailawadi, Eric Bradlow, Michaela Draganska, Vincent Nijs, Robert Rooderkerk, K. Sudhir, Kenneth Wilbur, and Jie Zhang (2010), “Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research,” *Marketing Letters*, Vol. 21, Issue 3, p273-285.

Kusum Ailawadi and Bari Harlam (2009), “Retailer Promotion Pass-Through: A Measure, Its Magnitude, and Its Determinants,” *Marketing Science*, Vol. 28, No. 4, 782-791.

Kusum Ailawadi, Koen Pauwels, and J.B. Steenkamp (2008), “Private Label Use and Store Loyalty,” *Journal of Marketing*, Vol. 72, Issue 6, 19-30.

Winner of 2009 Emerald Management Reviews Citation of Excellence Award for one of 50 best articles published in 2008 in the 400 top management journals of the world.

Kusum Ailawadi, J.P. Beauchamp, Naveen Donthu, Dinesh Gauri, and Venkatesh Shankar (2008), "Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research," *Journal of Retailing*, Special Issue on Customer Experience Management in Retailing, Vol. 85, Issue 1, 42-55.

Kusum Ailawadi, Karen Gedenk, Christian Lutzky, and Scott Neslin (2007), "Decomposition of the Sales Impact of Promotion-Induced Stockpiling," *Journal of Marketing Research*, Vol. 44, Issue 3 (August), 450-467.

Kusum Ailawadi, Bari Harlam, Jacques Cesar, and David Trounce (2007), "Quantifying and Improving Promotion Profitability at CVS," *Marketing Science*, Vol. 26, No. 4 (July/August), 566-575.

Finalist for 2005 INFORMS Society for Marketing Science Practice Prize.

Kusum Ailawadi, Bari Harlam, Jacques Cesar, and David Trounce (2006), "Retailer Promotion Profitability: The Role of Promotion, Brand, Category, and Market Characteristics," *Journal of Marketing Research*, Vol. XLIII (November), 518-535. **Lead article.**

Winner of MSI/JMR competition on Academic Practitioner Collaborative Research.

Finalist for 2007 Paul E. Green Award.

Kusum Ailawadi, Praveen Kopalle, and Scott Neslin (2005), "Predicting Competitive Response to a Major Policy Change: Combining Normative and Empirical Analysis," *Marketing Science*, Vol. 24, No. 1 (Winter), 12-24. **Lead article.**

Winner of 2005 John D.C. Little Best Paper Award.

Karen Gedenk, Scott Neslin, and **Kusum Ailawadi** (2005), "Sales Promotion", in *Retailing in the 21st Century: Current and Future Trends*, by Manfred Krafft and Murali Mantrala, Springer Verlag Publishers, 2005.

Kusum Ailawadi and Kevin Keller (2004), "Understanding Retail Branding: Conceptual Insights and Research Priorities", *Journal of Retailing*, Vol. 80, Issue 4 (Winter), 331-342.

Most downloaded article from Journal of Retailing, Science Direct 2005, 2006.

Kusum Ailawadi and Bari Harlam (2004), "An Empirical Analysis of the Determinants of Retail Margins: The Role of Store Brand Share," *Journal of Marketing*, Vol. 68, No. 1, 147-166.

Earlier version also published by the Marketing Science Institute, Report No. 02-109.

Kusum Ailawadi and Paul Farris (2004), "Causation and the Components of Market Share-ROI Models: The Role of Identities," in *PIMS in Retrospect and Prospect*, ed. Paul Farris and Michael Moore, Cambridge University Press.

Kusum Ailawadi, Donald Lehmann, and Scott Neslin (2003), "Revenue Premium as an Outcome Measure of Brand Equity," *Journal of Marketing*, Vol. 67, No. 4, 1-17. **Lead article.**

Winner of Harold H. Maynard Award for best contribution to marketing theory and thought.

Featured in Marketing News.

Earlier version also published by the *Marketing Science Institute*, Report No. 02-102.

Kusum Ailawadi (2001), "The Retail Power-Performance Conundrum: What Have We Learned?" *Journal of Retailing*, Vol. 77, No. 3, 299-318. **Lead article. In top ten most downloaded articles from Journal of Retailing, Science Direct 2004.**

Kusum Ailawadi, Donald Lehmann, and Scott Neslin (2001), "Market Response to a Major Policy Change in the Marketing Mix: Learning from P&G's Value Pricing Strategy," *Journal of Marketing*, Vol. 65, No. 1 (January), 44-61. **Featured in Marketing News.**

Kusum Ailawadi, Scott Neslin, and Karen Gedenk (2001), "Pursuing the Value Conscious Consumer: Store Brands Versus National Brand Promotions," *Journal of Marketing* Vol. 65, No. 1 (January), 71-89.

Kusum Ailawadi, Karen Gedenk, and Scott Neslin (1999), "Heterogeneity and Purchase Event Feedback in Choice Models: An Empirical Analysis with Implications for Model Building", *International Journal of Research in Marketing*, Vol. 16, 177-198. **Lead article.**

Kusum Ailawadi, Paul Farris, and Mark Parry (1999), "Market Share and ROI: Observing the Effect of Unobserved Variables", *International Journal of Research in Marketing*, Vol. 16, 17-33.

Earlier version also published by the *Marketing Science Institute*, Report No. 93-117.

Kusum Ailawadi, Paul Farris, and Ervin Shames (1999), "Trade Promotion: Essential to Selling Through Resellers", *Sloan Management Review*, Vol. 41, No. 1 (Fall), 83-92.

Kusum Ailawadi and Scott Neslin (1998), "The Effect of Promotion on Consumption: Buying More and Using it Faster", *Journal of Marketing Research*, Vol. 35, 390-398.

Finalist for 2003 William F. O'Dell Award for the most significant long-term contribution to marketing theory, methodology, and/or practice.

Kusum Ailawadi, Paul Farris, and Mark Parry (1997), "Explaining Variations in Advertising & Promotion/Sales Ratios: A Rejoinder", *Journal of Marketing*, Vol. 61 (1), 93-96.

Kusum Ailawadi, Norm Borin, and Paul Farris (1995), "Market Power and Performance: A Cross-Industry Analysis of Manufacturers and Retailers", *Journal of Retailing*, Vol. 71 (3), 211-248. **Lead article. Winner of first William Davidson Award for the best contribution to theory and practice in retail marketing, awarded by *Journal of Retailing* in 1997.**

Kusum Ailawadi, Paul Farris, and Mark Parry (1994), "Share and Growth are not Good Predictors of the A/S Ratio", *Journal of Marketing*, Vol. 58 (1), 86-97.

Also published by the *Marketing Science Institute*, Report Number 93-105.

Paul Farris and **Kusum Ailawadi** (1992), "Retail Power: Monster or Mouse?" *Journal of Retailing*, Vol. 68 (4), 351-369. **Featured in *Stores* (October 1993).**
Also published by invitation by *Marketing Science Institute*, Report Number 92-129.

Paul Farris, Mark Parry, and **Kusum Ailawadi** (1992), "Structural Analysis of Models with Composite Dependent Variables", *Marketing Science*, Winter, 73-94.

Articles in Business Press

Kusum Ailawadi and Paul Farris (2013), "How Companies Can Get Smart About Raising Prices", *Wall Street Journal*, Monday, July 22, Page R1.

Kusum Ailawadi (2013), "Why JC Penney Failed Under Ron Johnson," US World & News Report.com, April 12.

Kusum Ailawadi and Jackie Luan (2011), "Does Corporate Social Responsibility Build Consumer Loyalty?" in CMO Strategy, *Advertising Age*, May 24.

Kusum Ailawadi (2009), "Three Not-So-Easy Ways to Become and Admired Marketer, in *Economic Times*, December 9.

Kusum Ailawadi and Scott Neslin (2007), "Dodging the Risks of Major Marketing Change," in CMO Strategy, *Advertising Age*, February 12.

Kusum Ailawadi (2002), "Expert Commentary on Sales Promotion: A Pain in the Supply Chain" *Harvard Business Review*, Vol. 80, Issue 5 (May), 31-44.
Quoted by Grocery Management Association in "Words Worth Repeating".

Other Publications

Kusum Ailawadi (2006), "Colgate Wave: Using Conjoint Analysis For Pricing", in *Optimization Modeling with Spreadsheets*, by Kenneth Baker, Duxbury Press.

Kusum Ailawadi (2003), Case Analysis, ITC's e-Choupal: Taking e-Business to Farmers," *Case Folio*, July, ICFAI Center for Management Research, Hyderabad, India.

Kusum Ailawadi and Paul Farris (1994), Carnation Infant Formula (A), in *Cases in Advertising and Promotion Management*, Fourth edition, by John Quelch and Paul Farris, Irwin publishers.

Invited University Camps and Seminars

Fuqua School of Business, Duke University, January 2013.

University of California, Davis, November 2012.

Research Colloquium, University of Salamanca, Spain, May 2012.

Marketing Research Symposium, Moore School, University of South Carolina, April 2012.

University of Hamburg, September 2011.

HEC Paris Marketing Research Camp, September 2011.

Washington University, May 2011.

INRA-IDEI Seminar, Toulouse School of Economics, May 2011.

Marketing Modeling Research Camp, University of North Carolina at Chapel Hill, April 2011.

University of Massachusetts Amherst, January 2011.

University of Oviedo, May 2010.

Syracuse University, April 2010.

University of Texas at Austin, April 2010.

Erasmus University, December 2009.

University of Arizona, February 2009.

University of Houston, November 2008.

Distinguished Speaker, Lehigh University, April 2008.

Darden School, University of Virginia, February 2008.

Plenary Speaker, New Insights in Retailing Research, Autonoma University, Spain, June 2007.

University of Maryland Research Camp, May 2007.

University of Cologne and University of Hamburg Research Camp, January 2007.

London Business School Summer Camp, July 2006.

State University of New York Buffalo, 2006.

6th Annual Tilburg XMas Research Camp, Tilburg University, The Netherlands, 2005.

University of Cologne, Germany, 2005.

Marketing Distinguished Speaker, College of Business, University of Missouri – Columbia, 2005.

School of Business, University of Kansas, 2005.

MAPS Distinguished Speaker, Case Western Reserve University, 2005.

Smeal College of Business Administration, Pennsylvania State University, 2004.

University of Michigan, 2004.

University of California San Diego, 2003.

Erasmus University, The Netherlands, 2003.

University of Texas at Dallas, 2002.

Katz School, University of Pittsburgh, 2001.

University of Frankfurt, Germany, 2000.

University of Virginia, 2000, 1995.

Boston University School of Management, 2000.

University of North Carolina at Chapel Hill, 1999.

University of Kiel, Germany, 1998.

Harvard Business School, 1993.

Invited Academic-Practitioner Collaborative Research Workshops

7th AiMark Summit, Paris, March 2013.

Baker Center for Retailing IMPACT Panel on Online-Offline Interaction, Wharton School, February 2012.

ISMS Practice Conference, University of Maryland, December 2011.

AiMark 4th Annual Summit, March 2010.

Innovations in Retail Price Promotions, Thought Leaders Conference, Texas A&M, January 2010.

Implementing Marketing Science, ISMS Practice Conference, MIT, January 2010.

Evidence Based Marketing Conference, Georgia State University, July 2008.

Retailing Thought Leaders Conference, Babson College, April 2008.

Conference on Practice and Impact of Marketing Science, Wharton School, October 2007.

ISMS Practice Prize Reprise, European Marketing Academy Conference, Athens, 2006.

Tuck School Board of Overseers, 2005.

Private Label Research Symposium, Johnson & Johnson, 2005.

Plenary Session, Practitioner-Academic Collaborative Research Conference, Yale University, 2004.

Procter and Gamble Professors' Summit, 2004.

Marketing Science Institute Research Generation Workshop, Emory University, 2004.

MSI Conference on Linking Marketing to Financial Performance, Dallas, 2002.

Institute for International Research Conference on Trade Promotion, 2001.

Colgate Palmolive Company, 2001.

Marketing Science Institute Conference on Marketing Myths and Realities, 1993.

Invited Conference Sessions

ISMS Marketing Science Doctoral Consortium, Ozyegin University, Turkey, July 2013.

Plenary Speaker, AMA Sheth Doctoral Consortium, University of Michigan, Ann Arbor, June 2013.

Marketing Science Emerging Markets Conference, Wharton School, September 2012.

AMA Sheth Doctoral Consortium, University of Washington, June 2012.

ISMS Marketing Science Doctoral Consortium, Boston University, June 2012.

Research Rigor and Relevance Panel, AMA Winter Educators Conference, Florida, February 2012.

AMA Sheth Doctoral Consortium, Texas Christian University, June 2010.

Special Session on the Future of Marketing Education, Winter AMA Conference, February 2010.

AMA Sheth Doctoral Consortium, Georgia State University, June 2009.

The Erin Anderson Research Conference on B2B Relationships, Wharton School, October 2008.

Plenary Speaker, AMA Sheth Doctoral Consortium, University of Missouri-Columbia, June 2008.

AMA Sheth Foundation Doctoral Consortium, 2005.

KPMG Ph.D. Project Marketing Doctoral Students Association Conference, 2005.

Northeast Research Forum, Babson College, 2002.

PIMS in Retrospect and Prospect Conference, University of Virginia, 2002.

AMA Doctoral Consortium, University of Miami, 2001.

Marketing Research Special Interest Group Session, AMA Summer Conference, 1998.

Special Journal of Retailing Award Session at the AMA Summer Conference, 1997.

Special Session of Recent Advances in Retailing and Service Science, Alberta, 1994.

Other Conference Presentations

Yu Ma, **Kusum Ailawadi**, and Dhruv Grewal, “Drivers of Regular Food Purchases and the Impact of a Change in Health Status: The Case of Diabetes Diagnosis”, *Marketing Science Conference*, 2012.

Kusum Ailawadi, Jackie Luan, Scott Neslin, and Gail Taylor, “Does Retailer CSR Enhance Behavioral Loyalty: A Case for Benefit Segmentation,” *AMA Winter Educators Conference*, 2012.

Yu Ma, **Kusum Ailawadi**, and Dhruv Grewal, “Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis,” *New England Schools Marketing Consortium*, 2011.

Kusum Ailawadi, Jackie Luan, Scott Neslin, and Gail Taylor, “The Impact of Retailers’ Corporate Social Responsibility on Price Fairness Perceptions and Loyalty,” *Marketing Science Conference*, 2011.

- Tobias Langer, **Kusum Ailawadi**, Karen Gedenk, and Scott Neslin, "The Effectiveness of Conditional Promotions," *Marketing Science Conference*, 2011.
- Kusum Ailawadi**, Koen Pauwels, and J.B. Steenkamp, "Private Label Use and Store Loyalty," Special Session, *Marketing Science Conference*, 2008.
- Kusum Ailawadi** and Scott Neslin, "The Determinants of Consumption Flexibility," *Marketing Science Conference*, 2006.
- Kusum Ailawadi** and Bari Harlam, "Quantifying and Improving Promotion Profitability at CVS," ISMS Practice Prize Session, *Marketing Science Conference*, 2005.
- Kusum Ailawadi**, Koen Pauwels, and J.B. Steenkamp, "The Relationship Between Store Brand Use and Store Loyalty," Special Session, *Marketing Science Conference*, 2005.
- Kusum Ailawadi** and Bari Harlam, "Why Promotion Profitability Varies" Special Session, *Marketing Science Conference*, 2004.
- Kusum Ailawadi**, Karen Gedenk, Christian Lutzky, and Scott Neslin, "The Benefits of Promotion Induced Stockpiling," Special Session, *Marketing Science Conference*, 2004.
- Kusum Ailawadi**, "An Empirical Analysis of Retail Margins: The Role of Store Brand Share," *Northeast Universities Marketing Consortium*, Harvard Business School, 2003.
- Kusum Ailawadi**, "Channel Relationships and Performance: The Validity of Perceptual Performance Measures," *Marketing Science Conference*, University of Maryland, 2003.
- Kusum Ailawadi**, Rajiv Dant, and Dhruv Grewal, "Linking Performance and Channel Relationship: Perceptual versus Objective Measures of Performance," Special Session, *AMA Winter Educators Conference*, 2003.
- Kusum Ailawadi**, "The Determinants of Retailer Pass-through of Trade Promotions: An Empirical Analysis", *Marketing Science Conference*, University of Alberta, 2002.
- Kusum Ailawadi**, Donald Lehmann, and Scott Neslin, "A Product-Market Based Measure of Brand Equity," *Marketing Science Conference*, University of Alberta, 2002.
- Kusum Ailawadi**, Praveen Kopalle, and Scott Neslin, "Competitive Reaction to P&G's Value Pricing Move: National Brands Versus Private Labels," plenary session of *MSI Conference on Competitive Responsiveness*, 2001.
- Kusum Ailawadi**, Praveen Kopalle, and Scott Neslin, "Predicting Competitive Response to P&G's Value Pricing Move," *Marketing Science Conference*, 2001.
- Kusum Ailawadi**, "Do Store Brands Benefit Retailers?" *Marketing Science Conference*, 2000.

- Kusum Ailawadi**, Jeffrey Inman, and Scott Neslin, "A Decision Support System for Designing Quantity Limit Promotions", *Marketing Science Conference*, 2000.
- Kusum Ailawadi**, Donald Lehmann, and Scott Neslin, "Understanding Market Response to a Long-Term Change in Marketing Mix: An Analysis of P&G's Value Pricing Strategy," *Northeast Universities Marketing Consortium*, Cornell University, 1999.
- Kusum Ailawadi**, Donald Lehmann, and Scott Neslin, "Understanding Market Response to a Long-Term Change in Marketing Mix: An Analysis of P&G's Value Pricing Strategy," *Northeast Universities Marketing Consortium*, Cornell University, 1999.
- Kusum Ailawadi**, Donald Lehmann, and Scott Neslin, "P&G's Value Pricing Strategy," *Marketing Science Conference*, 1999.
- Kusum Ailawadi**, Karen Gedenk, and Scott Neslin, "The Relationship Between Deal Proneness and Private Label Proneness," *Marketing Science Conference*, 1998.
- Kusum Ailawadi**, Karen Gedenk, and Scott Neslin, "Modeling Heterogeneity in Brand Choice Models: A Comparison of Alternative Approaches," *Marketing Science Conference*, 1997.
- Kusum Ailawadi** and Scott Neslin, "The Effect of Promotion on Consumption: Buying More and Consuming it Faster," *Marketing Science Conference*, 1996.
- Kusum Ailawadi** and Scott Neslin, "The Effect of Promotion on Consumption: Buying More and Consuming it Faster," special session, *Association for Consumer Research Conference*, 1996.
- Kusum Ailawadi**, Paul Farris, and Mark Parry, "Market Share and ROI: A Peek at Some Unobserved Variables," *Marketing Science Conference*, 1994.
- Kusum Ailawadi**, Paul Farris, and Mark Parry, "Market Share and ROI: A Peek at Some Unobserved Variables," *Northeast Marketing Consortium*, Cornell University, 1994.
- Kusum Ailawadi**, Norm Borin, and Paul Farris, "Channel Power and Profitability," *Marketing Science Conference*, 1993.
- Kusum Ailawadi** and Paul Farris, "Tests of Significance in Models With Definitional Relationships," *Marketing Science Conference*, 1992.
- Kusum Ailawadi**, Paul Farris, and Mark Parry, "Market Share and ROI: The Key Role of the Purchases/Sales Ratio," *Marketing Science Conference*, 1991.
- Kusum Ailawadi**, Paul Farris, and Mark Parry, "Regression Analyses of Composite Variables," *Marketing Science Conference*, 1991.

Professional Service

Area Editor:

Journal of Marketing, 2011-
International Journal of Research in Marketing, Area Editor, 2009 -

Editorial Review Board:

Journal of Marketing, 2004 – 2011
Journal of Marketing Research, 2008 -
Journal of Retailing, 2000 –
Journal of the Academy of Marketing Science, 2012 --
Marketing Science, 2005 -
Review of Marketing Science, 2003 -

Board of Trustees:

AiMark, 2009 –
Southern New Hampshire University, 2009 –
Marketing Science Institute, 2013 --

Chair/Co-chair:

Marketing Research Track, AMA Winter Educators Conference, 2001.
Special Sessions on Promotions, Marketing Science Conference, Erasmus University, 2004.
Special Session on Store Brands, Marketing Science Conference, Emory University, 2005.
Special Session on Retailing, Practice and Impact of Marketing Science Conference, Wharton School, 2007.
Empirical Models of Manufacturer-Retailer Interaction Track, The Erin Anderson Conference, Wharton School, 2008.
Communication and Promotion Decisions, Retailing Thought Leaders Conference, Babson College, 2008.

Chair/Co-chair (continued):

Special Session on Implementing Marketing Science, ISMS Practice Conference, MIT Sloan School, 2010.
Special Session on Consumer Health and Food Marketing, ISMS Marketing Science Conference, Boston University, 2012

Member:

Ph.D. Dissertation Committee for Maciej Szymanowski, Tilburg University, 2009
Search Committee for Journal of Marketing editor, 2008
Practice (PRAC) Committee, INFORMS Society for Marketing Science, 2008-2009
American Marketing Association, 1991-
Institute for Operations Research and the Management Sciences, 1991-