

PRAVEEN K. KOPALLE

Associate Dean for the MBA Program
Signal Companies' Professor of Management, Professor of Marketing
Tuck School of Business at Dartmouth
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EDUCATION

Ph.D. (Marketing), 1992

Columbia University, New York

Thesis: A Dynamic Model for Decisions about Quality, Quality Claims, Advertising Expenditures, and Price, Advisor: Donald R. Lehmann

PGDM (equivalent to MBA) 1988

Indian Institute of Management, Bangalore, India

B.E. (Mechanical & Production Engineering), 1986

College of Engineering, Osmania University, Hyderabad, India

EMPLOYMENT

Associate Dean-MBA Program, 2015-present, Tuck School, Dartmouth College

Chair, Marketing Area, 2012-2015, Tuck School, Dartmouth College

Professor of Marketing, 2010 – present, Tuck School, Dartmouth College

Tenured Associate Professor, 2001 – 2010, Tuck School, Dartmouth College

Associate Professor, 1998 – 2001, Tuck School, Dartmouth College

Assistant Professor, 1996 – 1998, Tuck School, Dartmouth College

Assistant Professor, 1992 – 1996, School of Business, University of Arizona

Courses Taught at Tuck School of Business at Dartmouth

Pricing Strategy and Tactics: II year MBA elective-lectures, cases, & project based course

Statistics for Managers: MBA core course on business applications of statistics

First Year Marketing: MBA core course – based on cases, lectures, & simulation

Marketing New Products: MBA elective – lectures, cases, & project based course

Marketing: Tuck Business Bridge program.

Executive Teaching at Dartmouth

Leading Innovation: From Idea to Impact; Innovation Leadership Consortium; Tuck Executive Education; Toshiba Innovation Leader Program; Back in Business Executive Program; Healthcare Marketing Council; Marketing to Business: Creating Customer Value; Vietnam Executive Program.

LEADERSHIP ROLES

Associate Dean, MBA Program (2015-present), Experience in faculty management, program management, budget management, and involvement in fund raising
Chair, Marketing Area (2012-2015)
Chair, Tuck Curriculum Committee (2015-present)
Chair, Tuck Academic Performance Committee (2015-present)
Chair, Tuck Admissions Committee (2015-present)
Chair, Tuck Assessment of Learning Committee (2014-2015)
Chair, Tuck MBA Task Force (2012-2013)
Chair, Tuck Admissions Committee (2009-10)
Research Director for Internet Marketing and Pricing, Glassmeyer/McNamee Center for Digital Strategies, Tuck School of Business
Faculty Associate, Achtmeyer Center for Global Leadership, Tuck School of Business
Chair, AMA Marketing Research SIG (2000)
Chair-Elect, AMA Marketing Research SIG (1999)

EDITORIAL POSITIONS

Associate Editor (2014-present), *Journal of Consumer Research*

Area Editor (2015-present), *Journal of Marketing*

Associate Editor (2004-present), *Journal of Retailing*

Editorial Boards

Marketing Science, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Marketing Letters, Journal of Interactive Marketing, International Journal of Technology and Marketing, International Journal of Electronic Commerce, Journal of Revenue and Pricing Management,

Editorial Advisory Board: *IIMB Management Review*

Guest Editorships: *Journal of Retailing* Special Issues on “Modeling Retail Phenomena”, “Empirical Generalizations in Retailing”

VISITING SCHOLAR POSITIONS

University of Texas at Austin, Winter 2013

Indian School of Business, Winter 2009

Bozzone Visiting Scholar, Lally School of Management and Technology, Rensselaer Polytechnic Institute, Spring 2008

AWARDS

- Class of 2015 Teaching Excellence Award in Core Curriculum at Tuck
- Finalist, 2015 INFORMS Society on Marketing Long Term Impact Award
- Best Paper Award of the Special Issue on Marketing and Innovation, *International Journal of Research in Marketing*, 2015

- Winner, 2014 William R. Davidson Award, *Journal of Retailing*
- Distinguished Alumnus Award 2011, Indian Institute of Management, Bangalore
- Finalist, 2011 Marketing Science Institute's Robert Buzzell Award
- Winner of 2011 William R. Davidson Honorable mention award, *Journal of Retailing*
- Finalist, 2006 John D. C. Little Best Paper Award
- Winner, 2005 John D. C. Little Best Paper Award
- Winner, MSI Competition on Global Marketing, 2003
- 1998 Harvey H. Bundy III Fellowship, Tuck School of Business
- Undergraduate Marketing Professor, Spring 1996
- Recognition of Excellence, Spring 1996
- Best undergraduate Marketing instructor, Spring 1995
- Merit Scholarship, Indian Institute of Management, Bangalore
- National Merit Scholarship from Government of India (July 1982-May 1986)

REFEREED JOURNAL PUBLICATIONS

1. Voleti, Sudhir, Manish Gangwar, and Praveen K. Kopalle (2017), "Why the Dynamics of Competition Matter for Category Profitability," **Lead Article**, *Journal of Marketing*, 81 (January) 1-16.
2. Kopalle, Praveen K., Robert Fisher, Bharat Sud, and Kersi Antia (2017), "The Effects of Advertised Quality Emphasis and Objective Quality on Sales," *Journal of Marketing*, 81 (March) 114-126.
3. Bradlow, Eric, Manish Gangwar, Praveen K. Kopalle, Sudhir Voleti (2017), "The Role of Big Data and Predictive Analytics in Retailing," *Journal of Retailing*, 93 (March) 79-95.
4. Voleti, Sudhir, Praveen K. Kopalle, and Pulak Ghosh (2015), "An Inter-product Model of Competition Incorporating Branding Hierarchy and Product Similarities Using Store Level Data," *Management Science*, 61(11) 2720-38.
5. Kopalle, Praveen K. and Donald R. Lehmann (2015), "The Truth Hurts: How Customers May Lose From Honest Advertising," *International Journal of Research in Marketing*, 32 (3) 251-262. **Best Paper Award for the Special Issue on Marketing and Innovation.**
6. Breugelmans, Els, Tammo H.A. Bijmolt, Jie Zhang, Leonardo J. Basso, Matilda Dorotic, Praveen Kopalle, Alec Minnema, Willem Jan Mijnlief, Nancy V. Wunderlich (2015), "Advancing Research on Loyalty Programs: A Future Research Agenda," *Marketing Letters*, 26 (2) 127-139.
7. Hardesty, David M, Ronald A. Goodstein, Dhruv Grewal, Anthony D. Miyazaki, Praveen K. Kopalle (2014), "The Accuracy of Scanned Prices," *Journal of Retailing*,

90 (2): 291-300.

8. Kamakura, Wagner, Praveen K. Kopalle, Donald R. Lehmann (2014), "Editorial: Empirical Generalizations in Retailing," *Journal of Retailing*, 90(2): 121-124.
9. Kopalle, Praveen K., Yacheng Sun, Scott A. Neslin, Baohong Sun, and Vanitha Swaminathan (2012), "The Joint Sales Impact of Frequency Reward and Customer Tier Components of Loyalty Programs," *Marketing Science*, 31 (2): 216-35.
10. Grewal, Dhruv, Praveen K. Kopalle, Howard Marmorstein, and Anne L. Roggeveen (2012), "Does Travel Time Matter? The Role of Merchandise Availability", *Journal of Retailing*, 88 (3): 437-44.
11. Kopalle, Praveen K., P. K. Kannan, Lin Bao Boldt, and Neeraj Arora (2012), "The Impact of Household Level Heterogeneity in Reference Price Effects on Optimal Retailer Pricing Policies," *Journal of Retailing*, 88 (1): 102-14. **Winner, 2014 William R. Davidson Best Paper Award.**
12. Govindarajan, Vijay and Praveen K. Kopalle, Erwin Danneels (2011), "The Effects of Mainstream and Emerging Customer Orientations on Radical and Disruptive Innovations," *Journal of Product Innovation Management*, S1 (November), 121-132; 2004 Academy of Management Best Paper Proceedings.
13. Grewal, Dhruv, Kusum Ailawadi, Dinesh Gauri, Kevin Hall, Praveen K. Kopalle, Jane R. Robertson (2011), "Innovations in Retail Pricing and Promotions," *Journal of Retailing*, 87 (July), S43-S52.
14. Hoffman, Donna L., Praveen K. Kopalle, and Thomas P. Novak (2010), "The "Right" Consumers for Better Concepts: Identifying and Using Consumers High in Emergent Nature to Further Develop New Product Concepts," *Journal of Marketing Research*, 47 (5) 854-865.
15. Kopalle, Praveen K., Donald R. Lehmann, and John U. Farley (2010), "Customer Expectations, Satisfaction, and Culture: The Effects of Belief in Karma in India," *Journal of Consumer Research*, 37 (2), 251-263.
16. Hall, Joseph M., Praveen K. Kopalle, Aradhna Krishna (2010), "Retailer Dynamic Pricing and Ordering Decisions: Category Management versus Brand-by-Brand Approaches", *Journal of Retailing*, 86 (2) 172-183.
17. Kopalle, Praveen K. (2010), "Editorial: Modeling Retail Phenomena," *Journal of Retailing*, 86 (2) 117-124.

18. Hall, Joseph, Praveen K. Kopalle, David Pyke (2009), "Static and Dynamic Pricing of Excess Capacity in a Make-To-Order Environment," *Production and Operations Management*, 18 (4), 411-425.
19. Kopalle, Praveen, D. Biswas, P. K. Chintagunta, J. Fan, K. Pauwels, B. T. Ratchford, J. A. Sills (2009), "Retailer Pricing and Competitive Effects," *Journal of Retailing*, 85 (March), 56-70.
20. Botti, Broniarczyk, Häubl, Hill, Huang, Kahn, Kopalle, Lehmann (2008), "Choice Under Restrictions," *Marketing Letters*, 19 (3-4), 183-200.
21. Kopalle, Praveen K., and Donald R. Lehmann (2006), "Setting Quality Expectations When Entering a Market: What Should the Promise Be?" Lead Article, *Marketing Science*, 25 (1), 8-24; **Finalist, 2006 John D. C. Little Best Paper Award.**
22. Govindarajan, Vijay and Praveen K. Kopalle (2006a), "Disruptiveness of Innovations: Measurement and an Assessment of Reliability and Validity," *Strategic Management Journal*, 27, 189-199.
23. Govindarajan, Vijay and Praveen K. Kopalle (2006b), "The Usefulness of Measuring Disruptiveness of Innovations Ex-Post in Making Ex-Ante Predictions," *Journal of Product Innovation Management*, 23 (1), 12-18.
24. González-Benito, Óscar, Pablo A. Muñoz-Gallego, and Praveen K. Kopalle (2005), "Asymmetric Competition in Retail Store Formats: Evaluating Inter- and Intra-Format Spatial Effects," *Journal of Retailing*, 81 (1), 75-95.
25. Ailawadi, Kusum, Praveen K. Kopalle, and Scott A. Neslin (2005), "Predicting Competitive Response to a Major Policy Change: Combining Game Theoretic and Empirical Analyses," **Lead Article, Marketing Science**, 24 (1), 12-24, **Winner, 2005 John D. C. Little Best Paper Award. Finalist, 2015 INFORMS Society for Marketing Science Long Term Impact Award.**
26. Farley, John U., Andrew Hayes, Praveen K. Kopalle (2004), "Choosing and Upgrading Financial Services Dealers in the U.S. and U.K.," *International Journal of Research in Marketing*, 21 (4), 359-375; Winner, MSI Competition on Global Marketing.
27. Levy, Michael, Dhruv Grewal, Praveen K. Kopalle, James D. Hess (2004), "Emerging Trends in Pricing Practice: Implications for Research," *Journal of Retailing*, 80 (3), xiii-xxi.
28. Kopalle, Praveen K., and Scott A. Neslin (2003), "The Economic Viability of Frequency Reward Programs in a Strategic Competitive Environment," Lead Article, *Review of Marketing Science*, Volume 1.

29. Kopalle, Praveen K., and Joan Lindsey-Mullikin (2003), "The Impact of External Reference Price on Consumer Price Expectations," *Journal of Retailing*, 79 (4), 225-236.
30. Mela, Carl F., and Praveen K. Kopalle (2002), "The Impact of Collinearity on Regression: The Asymmetric Effect of Positive and Negative Correlations," Lead Article, *Applied Economics*, 34 (6), 667-678.
31. Kopalle, Praveen K., and Donald R. Lehmann (2001), "Strategic Management of Expectations: The Role of Disconfirmation Sensitivity and Perfectionism," *Journal of Marketing Research*, 38 (August), 386-394.
32. Kannan, P. K., and Praveen K. Kopalle (2001), "Dynamic Pricing on the Internet: Importance and Implications for Consumer Behavior," *International Journal of Electronic Commerce*, 5 (Spring), 63-84.
33. Kopalle, Praveen K., and João L. Assunção (2000), "When (Not) To Indulge in "Puffery": The Role of Consumer Expectations and Brand Goodwill In Determining Advertised And Actual Product Quality," *Managerial and Decision Economics*, 21 (6), 223-241.
34. Kopalle, Praveen K., Carl F. Mela, and Lawrence Marsh (1999), "The Dynamic Effect of Discounting on Sales: Empirical Analysis and Normative Pricing Implications," *Marketing Science*, 18 (3), 317-332.
35. Kopalle, Praveen K., Aradhna Krishna, and João L. Assunção (1999), "The Role of Market Expansion on Equilibrium Bundling Strategies," *Managerial and Decision Economics*, 20, 365-377.
36. Kopalle, Praveen K., and Donald R. Lehmann (1997), "Alpha Inflation? The Impact of Eliminating Scale Items on Cronbach's Alpha," *Organizational Behavior and Human Decision Processes*, 70 (June), 189-197.
37. Kopalle, Praveen K., Ambar G. Rao, and João L. Assunção (1996), "Asymmetric Reference Price Effects and Dynamic Pricing Policies," *Marketing Science*, 15 (1), 60-85.
38. Kopalle, Praveen K., and Russell S. Winer (1996), "A Dynamic Model of Reference Price and Expected Quality," *Marketing Letters*, 7 (1), 41-52.
39. Kopalle, Praveen K., and Donald R. Lehmann (1995), "The Effects of Advertised and Observed Quality on Expectations About New Product Quality," *Journal of Marketing Research*, 32 (August), 280-290.
40. Kopalle, Praveen K. and Donna L. Hoffman (1992), "Generalizing the Sensitivity Conditions in an Overall Index of Product Quality," *Journal of Consumer Research*, 18 (March), 530-535.

REFEREED CONFERENCE PROCEEDINGS AND BOOK CHAPTERS

41. Kopalle, Praveen K. and Robert G. Hansen (2012), “Recent Advances in Pricing Strategies and Tactics” Forthcoming book Chapter, *Oxford Handbook of Managerial Economics*, edited by Christopher Smith and William Shugart, Oxford University Press.
42. Kopalle, Praveen K. and Robert A. Shumsky (2012), “Game Theory Models of Pricing” Book Chapter, *Oxford Handbook of Pricing Management*, edited by Özalp Özer and Robert Phillips, Oxford University Press.
43. Kopalle, Praveen K. (2012), Volume Editor, *Legends in Marketing V. Kumar, Retailing: Market and Firm Level* (Volume 1) Sage Publications.
44. Kopalle, Praveen K. (2012), “Retailing: Store and Consumer Level—An Introduction to V. Kumar’s Contributions to Retailing,” in *Legends in Marketing V. Kumar, Retailing: Market and Firm Level* (Volume 1) Sage Publications.
45. Praveen K. Kopalle and John U. Farley (2006), “A Meta-Analytic, Best Practice Framework for Using Marketing Metrics Effectively,” in *Does Marketing Need Reform?: Fresh Perspectives on the Future*, edited by Jagdish N. Sheth; Rajendra S. Sisodia, published by M. E. Sharpe.
46. Kopalle, Praveen K., João L. Assunção, and Donald R. Lehmann (1992), “A Numerical Approach To Solve Finite Horizon Optimal Control Problems Exhibiting the Turnpike Property,” *Proceedings, IEEE Conference on Decision and Control*, Tucson, AZ.
47. Sirower, Mark L. and Praveen K. Kopalle (1992), “On the Challenge of Post Merger Performance: A Simulation Approach,” *Proceedings, Decision Science Institute Conference*, San Francisco, CA.

WORK IN PROGRESS

48. Narasimhan, Chakravarthi, Purushottam Papatla, Baojun Jiang, Praveen K. Kopalle, Paul R. Messinger, Sridhar Moorthy, Davide Proserpio, Upender Subramanian, Chunhua Wu, Ting Zhu (2017), “Sharing Economy: Review of Current Research and Directions for Future Research,” Revise and Resubmit, *Customer Needs and Solutions*.
49. Burkhardt, Jesse, Praveen K. Kopalle, Kenneth Gillingham (2015), “Can’t Take the Heat? Field Experiments in Residential Energy Conservation on Hot Texas Days.”
50. Kopalle, Praveen K. and Raj Raghunathan (2015), “Productivity or Happiness? Assessing the Impact of Tax Rates Through Computer Mediated Simulation.”

51. Kopalle, Praveen K., Donald R. Lehmann, and John U. Farley How General are the Customer Satisfaction and Expectation Formation Processes? Comparing the U.S., China, and India.
52. Kopalle, Praveen K., Frenkel ter Hofstede, and Raj Raghunathan (2013), "Improving Click Through Rates of Ads in Mobile Devices."

HONORS

- AMA-Sheth Doctoral Consortium Faculty, 2016, 2015, 2013, 2009, 2005, 2001
- Thought Leader, Texas A&M Conference, Spring 2010
- Thought Leader, "Customer Experience Management in Retailing," Spring 2008
- 2004 Academy of Management Best Paper Proceedings
- Most Productive Reviewer, *Marketing Science*, 2003
- Outstanding Reviewer Award, *Journal of Retailing*, 2003
- Research Grant, Center for Asia and the Emerging Economies, Tuck School
- Faculty Fellow, XIV Annual Doctoral Symposium, April 1996, University of Houston
- Research Grant, University of Arizona Foundation in Fall 1994
- AMA Doctoral Consortium Fellow, 1991

INVITED AND CONFERENCE PRESENTATIONS

Kopalle et al., "The Effects of Advertised Quality Emphasis and Objective Quality on Sales: Evidence From the U.S. Mini-Van Market," Marketing Seminar Series, Lehigh University, April 2017; 2016 AMA Sheth Doctoral Consortium; University of Tampere, April 2016; University of Missouri Distinguished Speaker Series in Marketing, October 2015; Baruch College Distinguished Speaker Series in Marketing, November 2015, City University of New York; 2015 Theory and Practice in Marketing, Georgia State University, Atlanta, GA; 2015 Marketing Science Conference, Baltimore, MD; 2016 Doctoral Consortium; 2016 Marketing Science Conference, Shanghai, China.

Voleti, Sudhir, Manish Gangwar, Praveen K. Kopalle, "Why the Dynamics of Competition Matter for Category Profitability," Marketing Seminar Series, University of North Carolina, November 2016; Northeast Marketing Consortium, Sloan School, MIT, September 2016.

Kopalle, Praveen K., "Big Data and Retailing", Wharton Retailing Center Conference, New York, October 2016.

Kopalle, Praveen K., "Pricing Strategies and Tactics in the Food and Beverage Sector," 2015 Marketing Science Institute Conference, Evanston, IL.

Kopalle, Praveen K., "Big Data and Marketing Analytics," Keynote address, Tuck Inaugural Marketing Symposium (2015); 2014 Digital Summit, Indian School of Business, Hyderabad, India.

Kopalle, Praveen, K. “Big Data and Retail Analytics,” Keynote address, 2014 Nordic Wholesale and Retailing Conference, Stockholm School of Economics, Sweden.

Voleti, Sudhir, Praveen K. Kopalle, Pulak Ghosh, “An Inter-Product Model of Competition Incorporating Branding Hierarchy and Product Similarities Using Store Level Data,” 2015 University of Texas at Dallas Marketing Seminar series, 2014 Temple University Marketing Camp, 2014 University of South Carolina Marketing Symposium, 2014 University of Iowa Marketing Camp, 2014 Marketing Science Conference, 2013 NEMC at HBS, 2013 Tuck Seminar Series.

Kopalle, Praveen K. and Donald R. Lehmann, “The Impact of Competition, Brand Equity, and the Cost of Overstating Quality on Advertised Quality, Quality, and Price,” 2014 Marketing and Innovation Conference, Erasmus University, 2014 Marketing Science Conference, Emory University.

“Advancing Research on Loyalty Programs,” 2013 AMA Doctoral Consortium, University of Michigan, Ann Arbor, MI.

Kopalle, Praveen K. and Donald R. Lehmann, “Strategic Quality Claims for New Products: The Impact of Competition and Cost of Overstating Quality,” 2014 Babson College Marketing Colloquium, Syracuse University, 2013; University of Texas, Austin, TX 2013; 2013 Marketing Science Conference, Istanbul, Turkey.

Kopalle, Praveen K. and Donald R. Lehmann, “Equilibrium Quality Claims for New Products,” 2012 Marketing Science Conference, Boston, MA; 2011 Marketing Science Conference, Houston, Texas; 2010 Marketing Dynamics Conference, Istanbul, Turkey; University of Utah, February 2010.

Kopalle, Praveen, K., Scott A. Neslin, Baohong Sun, Yacheng Sun, and Vanitha Swaminathan, “A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior”: Rensselaer Polytechnic Institute, March 2007; Yale University, May 2007; Marketing Dynamics Conference, August 2007. NASMEI International Conference, December 2007; University of Maryland, May 2008; APACR, 2009; Indian School of Business, 2009, 2011; University of Groningen, December 2010; Erasmus University, October 2011; AMA Winter Educators’ Conference, 2012.

Kopalle, Praveen, Donald R. Lehmann, and John U. Farley, “Customer Expectations, Satisfaction, and Culture: The Effects of Belief in Karma in India,” Marketing Science Conference, June 2006, June 2010; Rensselaer Polytechnic Institute, January 2008; Indian School of Business, July 2010.

Discussant, 2011 FORMS UTD Conference, University of Texas, Dallas, February 2011.

Thought Leadership Invitational Conference on Retailing, hosted by Texas A&M University, January 2010.

Hoffman, Donna L., Praveen K. Kopalle, Thomas P. Novak, "Identifying and Using Emergent Consumers in Developing New Products," University of Utah, February 2008; Rensselaer Polytechnic Institute, May 2008; Marketing Science Conference, Vancouver, June 2008; Indian School of Business, February 2009; ISB, February 2009; NEMC (MIT), September 2009.

Discussant, Summer Institute of Competitive Strategy, University of California, Berkeley, July 2009.

Thought Leadership Invitational Conference on Customer Experience Management in Retailing, "Pricing and Competitive Effects," hosted by Babson College, April 2008.

Tenth Triennial Invitational Choice Symposium, "Sharing Economy," hosted by the University of Alberta, May 2017.

Ninth Triennial Invitational Choice Symposium, "Loyalty Programs," hosted by Erasmus University, June 2014.

Seventh Triennial Invitational Choice Symposium, "Choices Under Restrictions," hosted by the Wharton School, University of Pennsylvania, June 2007.

Discussant, Quantitative Marketing and Economics Conference, University of Chicago, August 2007.

Kopalle, Praveen K., Donald R. Lehmann, and John U. Farley, "How General Are the Expectation Formation and Satisfaction Processes for New Products: Comparing the U.S., China, and India," Winter Marketing Camp, Catholic University of Leuven (December 2005).

Govindarajan, Vijay and Praveen K. Kopalle, "How Incumbents Can Introduce Radical and Disruptive Innovations: Theoretical and Empirical Analyses," State University of New York, Buffalo, March 2006; Product and Service Innovation Conference, University of Utah, February 2006; AMA-Sheth Doctoral Consortium, July 2005; Marketing Science Conference, Erasmus University, June 2004.

Kopalle, Praveen K. and Donald R. Lehmann, "Setting Quality Expectations When Entering a Market: What Should the Promise Be?" Catholic University of Portugal Winter Camp (December 2005); Carnegie Mellon University (April 2005); University of Texas at Austin (April 2005); University of Florida (March 2005); University of California at San Diego (January 2005); Stanford University (May 2004).

Hall, Joseph M., Praveen K. Kopalle, Aradhna Krishna, "Category Management Versus Brand-by-brand Approaches for Retailer Dynamic Pricing and Ordering Decisions: Which is Better and What do Retailers Follow?" Duke University, March 2006; Conference on Strategic and Tactical Decision Making in Supermarket Retailing, State University of NY at Buffalo, August 2005; Marketing Science Conference, University of Maryland, June 2003.

Kopalle, Praveen K., Scott A. Neslin, Baohong Sun, and Vanitha Swaminathan, "Impact of Airline Reward Programs on Customer Purchase Behavior: A Dynamic Structural Model," Marketing Science Conference, Emory University, June 2005.

Hoffman, Donna L., Praveen K. Kopalle, Thomas P. Novak, "Identifying and Using Emergent Consumers in Developing Radical Innovations," MSI Conference on Integrating Customer Insights in Company Actions, September 2004; Marketing Science Conference, Erasmus University, June 2004.

Kopalle, Praveen K., "Coordinating Demand and Supply Chain Management in Real-Time for Profit Optimization," VISUM International Congress, Mexico City, Mexico, May 2003.

Ailawadi, Kusum, Praveen K. Kopalle, and Scott A. Neslin, "Predicting Competitive Response to P&G's Value Pricing Move: Combining Normative and Empirical Analyses," ProfitLogic (June 2005); KhiMetrics (January 2005); Columbia University (April 2004); Indian School of Business, Hyderabad (January 2003); Babson College (November 2002).

Hall, Joseph M., Praveen K. Kopalle, and Aradhna Krishna, "A Multi-Product Model of Retailer's Dynamic Pricing and Ordering Decisions: Normative and Empirical Analysis," *Pricing Conference*, Cornell University, September 2002.

Arora, Neeraj, Praveen K. Kopalle, P. K. Kannan, "Household Level Reference Price Effects and Normative Pricing Policies," *Pricing Conference*, Cornell University, September 2002.

Kopalle, Praveen K., and Donald R. Lehmann, "Customer Expectations' Management and Optimal Firm Behavior," *Marketing Science Conference*, University of Alberta (June 2002); *University of Southern California* (February 2001); *University of Michigan* (May 2001).

Ailawadi, Kusum, Praveen K. Kopalle, and Scott A. Neslin, "Competitive Reaction to P&G's Value Pricing Move: National Brands Versus Private Labels," MSI Conference on Competitive Responsiveness, Cambridge, MA (May 2001); Marketing Science Conference, University of Mainz (July 2001); AMA-Sheth Doctoral Consortium (June 2001).

Kopalle, Praveen K., and Donald R. Lehmann, "Strategic Management of Expectations: The Role of Disconfirmation Sensitivity and Perfectionism," *Northeast Universities Marketing Consortium*, Yale University, (September 2000).

Arora, Neeraj, Praveen K. Kopalle, P. K. Kannan, "Household Level Reference Price Effects and Normative Pricing Policies," *Marketing Science Conference*, UCLA, June 2000.

Kopalle, Praveen K., and Donald R. Lehmann, "Strategic Management of Expectations," *Marketing Science Conference*, Syracuse, May 2-23, 1999.

Mela, Carl F., and Praveen K. Kopalle, "The Asymmetric Impact of Positive and Negative Correlations on Parameter Inference and Model Fit in Regression Analysis," *Marketing Science Conference*, Fontainebleau, July 10-13, 1998.

Kopalle, Praveen K., Lawrence Marsh, and Carl F. Mela, "A Normative, Dynamic Model of Baseline Sales," *Marketing Science Conference*, Fontainebleau, July 10-13, 1998.

Kopalle, Praveen K., Scott A. Neslin, and Medini Singh, "The Economic Viability of Frequent Flier Programs Versus Hi/Low Promotions," *Marketing Science Conference*, Berkeley, March 21-24, 1997.

Kopalle, Praveen K. and Joan Lindsey-Mullikin, "Modeling the Impact of External Reference Prices on Consumer Price Expectations and Perceived Savings," *Marketing Science Conference*, Berkeley, March 21-24, 1997.

Kopalle, Praveen K. and P. K. Kannan, "Segment Level Reference Price Effects and Retailer Pricing: A Theoretical and an Empirical Analysis," *Northeast Universities Marketing Consortium*, Massachusetts Institute of Technology, September 27, 1996.

Kopalle, Praveen K. and P. K. Kannan, "Factors Affecting Asymmetric Reference Price Effects," *Marketing Science Conference*, Gainesville, March 7-10, 1996.

Krishnamurthy, Sandeep, Kapil Jain, and Praveen K. Kopalle, "Investigating the Inter-Relatedness of the Stage of Entry and Brand Extension Decisions," *Marketing Science Conference*, Gainesville, March 7-10, 1996.

Kopalle, Praveen K., and Donald R. Lehmann, "Alpha Inflation: Estimating Bias in Cronbach's Alpha," *Marketing Science Conference*, Sydney, July 2-5, 1995.

Krishna, Aradhna, Praveen K. Kopalle, and João L. Assunção, "The Effect of Brand Preferences on Bundling Strategies," *Marketing Science Conference*, Sydney, July 2-5, 1995.

Srivastava, Joydeep, Dipankar Chakravarti, Ambar G. Rao, Praveen K. Kopalle, and Amnon Rapoport, "Price and Margin Negotiations in Marketing Channels: Influence of Uncertainty on Sequential Bargaining Outcomes," *Marketing Science Conference*, Sydney, July 1995.

Kopalle, Praveen K., and Ambar G. Rao, "Trade Deals and Retailer Price Promotions," *Marketing Science Conference*, Tucson, March 17-20, 1994.

Datta, Anindya and Praveen K. Kopalle, "Heuristic Approaches for Dynamic Pricing Policies," *Marketing Science Conference*, Tucson, March 1994.

Kopalle, Praveen K., and Ambar G. Rao, "Dynamic Pricing Policies in the Age of EDLP", *TIMS Special Interest Conference on New Directions and Current Issues in the Analysis and Use of Scanner Data*, Toronto, September 17-19, 1993.

Kopalle, Praveen K., and Ambar G. Rao, "Trade Deals Versus Value Pricing: The Impact on Prices and Profits," *ORSA/TIMS Conference*, Phoenix, November 1-3, 1993.

Kopalle, Praveen K., João L. Assunção, and Donald R. Lehmann, "The Effects of Advertised and Actual Quality on Expectations About Product Quality," *Marketing Science Conference*, St. Louis, March 12-14, 1993.

Kopalle, Praveen K., and Russell S. Winer, "A Dynamic Model of Reference Price and Reference Quality," *ORSA/TIMS*, San Francisco, November 1-4, 1992.

Kopalle, Praveen K., João L. Assunção, and Donald R. Lehmann, "A Dynamic Model for Decisions About Quality, Quality Claims, Advertising Expenditures, and price," *Marketing Science Conference*, London, July 12-15, 1992.

Sirower, Mark L. and Praveen K. Kopalle, "On the Challenge of Post Merger Performance: A Simulation Approach," *Decision Science Institute Conference*, San Francisco, 2002.

Kopalle, Praveen K., João L. Assunção, and Donald R. Lehmann, "A Numerical Approach To Solve Finite Horizon Optimal Control Problems Exhibiting the Turnpike Property," *IEEE Conference on Decision and Control*, Tucson, December 17-20, 1992.

Kopalle, Praveen K., and John U. Farley, "Causal Determinants Affecting Customer Choices in Financial Services," *Marketing Science Conference*, Delaware, March 1991.

CASES and TEACHING NOTES

Encyclopædia Britannica, Inc. Encyclopædia Britannica, Inc. (B), and Encyclopædia Britannica, Inc. (C)

Case Teaching Notes: Encyclopædia Britannica, Inc., Encyclopædia Britannica, Inc. (B, C); Adios Junk Mail: Assignment and Case Preparation Note

Teaching notes on Benchmarking an Estimated Demand Function, Elasticity and Regression Analysis, Solving Dynamic Reference Pricing Problem Using Principle of Backward Induction, Logit Model for demand estimation.

PROFESSIONAL SERVICE

Reviewer

Marketing Science, Management Science, Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Retailing, Lancet, Operations Research, SIAM Journal of Applied Mathematics, Managerial and Decision Economics, European Journal of Operational Research, International Journal of Electronic Commerce, Journal of Revenue and Pricing Management, Journal of the Academy of Marketing Science, Journal of Retailing and Consumer Services, Journal of Consumer Psychology, Winter and Summer AMA Conferences.

Advisory Boards

BeVocal, Inc., Santa Clara, CA, 1999-2007.

AtenWorks Inc., Hyderabad, India.

Camelia Clothing Ltd, Bangalore, India.

Conference Committees and Special Sessions

Program Committee, 2015 Society for Consumer Psychology Conference, University of Vienna, Vienna, Austria; Conference Committee, 2013 FORMS UTD Conference, University of Texas, Dallas; *Strategic Innovation*, Marketing Science Conference, June 2004; *Frequency Reward Programs*, Marketing Science Conference, March 1997; *Regression models*, Marketing Science Conference, July 1998; *Recent Advances in*

Marketing Research, AMA Conference, August 1998; *Price Perceptions*, AMA Conference, February 1999

Vice-Chair, Special Sessions, AMA Marketing Research SIG (1998)

Vice-Chair, Public Relations, AMA Marketing Research SIG (1997)

College Services

Tuck Curriculum Committee (2011-2012, 2003-2004, 1999-2001, 1997-98)

Tuck Academic Performance Committee (2012-2015)

Tuck Admissions Committee (2008-09)

Dartmouth Council on Computing (2008-2015)

Tuck Global Experience Requirement Task Force (2013-2014)

Tuck Masters in Management Curriculum Planning Committee (2013-2014)

Dartmouth Research Computing Oversight Subcommittee (2007-2011)

Tuck Executive Education Committee (2007, 2010-2011)

Tuck Ad-hoc Task Force on Leadership and Professional Development (2007-2009)

Tuck Executive Committee (2006-2007)

Designing New Classroom Building Committee at Tuck (2003-2004)

Tuck Strategy Monitoring Committee (2001-2003, 2005-2006)

Tuck Academic Honor Code Committee (2005-2006)

Task Force for Growth Opportunities for Tuck (2002-2003)

Ad-hoc Committee on Internationalism at Tuck (2002-2003)

Tuck Recruiting Committee (1996-present)

Tuck Registrar and Center Director Search Committees (1998-2000)

Tuck Academic Honor Committee (1998-99)

Curriculum Task Force at Tuck (1998)

Tuck Placement Committee (1996-97)

University of Arizona Ph.D. Committee (1994-96)

University of Arizona Graduate Professional Programs Committee (1992-94)

Chair, Department Committees: Research Communication and Coordination (1993-94), Resource Planning (1994-95)

Faculty Advisor, AMA Student Chapter (1992-96)

Member, Ph.D. Dissertation Committees: Sanjay Jain, Donald Harrison, Sandeep Krishnamurthy, Joydeep Srivastava, Gillian Naylor (all at University of Arizona); Matilda Dorotic (University of Groningen, Netherlands).

RESEARCH INTERESTS

Marketing Dynamics, Customer Expectations, Frequency Reward Programs, Reference

Prices, Pricing Strategy, Bundling, New Products

TEACHING INTERESTS

Pricing Strategy and Tactics, Marketing Management, Marketing New Products, Marketing Research, Marketing Strategy, Statistics for Managers.

PROFESSIONAL AFFILIATIONS

- *Member*, American Marketing Association, American Economic Association, Association for Consumer Research, Institute for Operations Research and Management Sciences, Institute of Electrical and Electronics Engineers (IEEE)

MEDIA HITS

1. "New Innovations Are Revamping the Tuck MBA," BEATtheGMAT, February 23, 2017.
2. "Ask the Experts: Black Friday," WalletHub, November 15, 2016.
3. "Customer Service Hall of Shame," 24.7 Wall St., August 23, 2016.
4. "Sharpen Skills in Marketing, Sales With the Right Business School," US News & World Report, June 11, 2015.
5. "Tuck Announces New Academic Leaders," Tuck School, June 9, 2015.
6. "Kopalle, Feiler Selected for Teaching Awards by Class of 2015," Tuck School, May 27, 2015.
7. "Tuck School's Inaugural Marketing Symposium Showcases The Benefits Of Academic-Practitioner Exchange," Forbes, June 3, 2015.
8. "Quoted: Praveen Kopalle on Marketing in the Digital Age," Dartmouth Now, May 13, 2015.
9. "Forbes CMO Network Teams With Dartmouth's Tuck School To Create Inaugural Marketing Symposium," Forbes, May 12, 2015.
10. "How To Leverage 'Big Data' To Make Better Marketing Decisions," Indian Marketing Review, November 19th, 2014.
11. "Why Don't People Click on Mobile Advertisements?," ClickZ, August 26, 2014.
12. "These Are the Companies With the Worst Customer Service," TIME, July 21, 2014.
13. "Customer Service Hall of Shame," 24/7 Wall St., July 18, 2014.
14. "Stronger Dollar Stores: Low-Price Retail Chains Targeting Upper Valley," Valley News, February 1, 2014.
15. "Why Amazon's Anticipatory Shipping Is Pure Genius," Forbes, January 28, 2014.
16. "Always Coca-Cola (For a Certain Price)," US News & World Report, January 7, 2014.
17. "Frequent Flier Miles Worth Less as Airlines Roll Back," Daily Breeze, December 6, 2013.
18. "Google Must Re-Think Mobile Ad Strategy," Closing Bell, October 8, 2013.
19. "The Top 7 Reasons Why Mobile Ads Don't Work," AdWeek, October 17, 2013.
20. "National Retailers Coming," Valley News, August 25, 2013.

21. "The 'Free' Economy: "The four letter word is spawning a whole industry focused on hooking the customer," BW Business World, India. March 29, 2013.
22. "Using Neuroscience to Predict Consumer Preferences," Tuck School, March 26, 2013.
23. "Tuck Brings Online Learning Into the MBA Classroom," BusinessWeek, May 4, 2012.
24. "Charging For Online News Access," VPR, February 20, 2012.
25. "Tuck Initiative Broadens Use of Online Resources," The Dartmouth May 11, 2012.
26. "Tuck Brings Online Learning Into the MBA Classroom," Bloomberg Businessweek, May 04, 2012.
27. "Shopping Without Dropping," Praveen Kopalle of Tuck tells three key models for e-commerce sites to be successful in India," Businessworld, Mar. 7, 2012.
28. "Charging For Online News Access," Vermont Public Radio, Monday, Feb. 20, 2012.
29. "Kopalle Studies Future of Advertising in Media," The Dartmouth, Feb. 15, 2012.
30. "Praveen Kopalle on Emergent Consumers and Airline Loyalty Programs" Tuck School YouTube, January 2012.
31. "The Consumer Price Index: An Interview with NHPR's Laura Knoy," November 2011
32. "The Advertising Show," August 2011
33. "Pricing the News," Tuck School of Business, Feb. 6, 2011.
34. "Services Economy Moves Online," Businessworld, Dec. 12, 2011.
35. "The Interface Syndrom," Business & Economy, Dec. 8, 2011.
36. "Indian B-Schools Are Now Rising," Business & Economy, Nov. 29, 2011.
37. "Pricing and New Products, A Global View" Tuck School, November 15, 2010, also used in Global Marketing Today.
38. "The Customer Service Hall of Shame," MSN Money, May 18, 2010.
39. "Shoppers with smart phones IQ squeezing retailers," Associated Press, Dec 17, 2009.
40. "It's Official: No Social Security Increase," ABC News Business Unit, October 15, 2009.
41. "A tyre brand called Orion," The Economic Times, Sep. 23, 2009.
42. "Travelers put loyalty to the test with airline, hotel reward programs, USA Today, September 15, 2009.
43. "Dodging the Karma Curse," Business Week, July 2, 2009
44. "Why we hate cell phone companies," MSN Money, May 28, 2008.
45. "Customer Service Becoming Self-Service as Digital Kiosks Proliferate," The Associated Press, August 5, 2007.
46. "Retailers Turn to Science to Find the Right Price," USA Today – Science Snapshot, May 7, 2007.
47. "Pricing Software Could Reshape Retail," The Associated Press Technology Writer, April 29, 2007.
48. "Sunny Skies for Weather Futures," Business Week, April 26, 2007.
49. "When Image is Everything; Cutting Prices Would Cheapen Cosmetics' Allure. Besides, They Don't Have to," The Washington Post, April 28, 2002.

INVITED PRESENTATIONS

Babson College
Columbia University
Catholic University of Portugal
Dartmouth College
Erasmus University
Harvard University (NEMC)
Indian Institute of Management, Bangalore
Lehigh University
MSI Conferences (Noordwijk, Austin, Evanston)
Rensselaer Polytechnic Institute
State University of New York, Buffalo
Texas A&M University
University of California at Berkeley
University of California at Davis
University of Colorado at Boulder
University of Groningen, Netherlands
University of Maryland, College Park
University of Missouri, Columbia
University of North Carolina
University of Rochester
University of Southern California
University of Texas at Dallas
University of Wisconsin-Madison
Washington University in St. Louis
Andersen Consulting
Northwest Airlines
Young Entrepreneurs Organization

Carnegie Mellon University
Catholic University of Leuven
City University of New York, Baruch
Cornell University (NEMC)
Duke University
Gitam University
Indian School of Business
MIT (NEMC)
Stanford University
Syracuse University
Temple University
University of Arizona
University of California at San Diego
University of Florida
University of Iowa
University of Michigan, Ann Arbor
University of Notre Dame
University of Pittsburgh
University of South Carolina
University of Texas at Austin
University of Toronto
Vanderbilt University
Yale University (NEMC)
KhiMetrics (SAP)
ProfitLogic (Oracle)