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Praveen serves as an associate editor of marketing science at the *Journal of Retailing* and is also on the editorial boards of *Marketing Science*, *Marketing Letters*, *Journal of Revenue and Pricing Management*, *Journal of Interactive Marketing*, *International Journal of Technology and Marketing*, *International Journal of Electronic Commerce*, and *IIMB Management Review*. Praveen's research has been published in *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Strategic Management Journal*, *Organizational Behavior and Human Decision Processes*, *Journal of Retailing*, *Production and Operations Management*, *Journal of Product Innovation Management*, *Managerial and Decision Economics*, *Marketing Letters*, *Applied Economics*, and *International Journal of Electronic Commerce*. Praveen is a faculty fellow (Internet marketing and pricing) of the Glassmeyer/McNamee Center for Digital Strategies and a faculty associate of the William F. Achtmeyer Center for Global Leadership, both at the Tuck School. His past and current advisory positions include (1) BeVocal, Inc. (Santa Clara, CA): 1999-2006, (2) Aten Works (Hyderabad, India), (3) Uniform out of a Box, Bangalore, India.

Over the past decade, Praveen's research, teaching, and consulting has been at the intersection of technology and marketing, particularly with respect to pricing strategies and tactics and new product development.