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SHARAN JAGPAL

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**EDUCATION:**

Columbia University

Doctor of Philosophy June 1974  
Major: Marketing  
Minor: Transportation

Dissertation:

"The Formulation and Testing of a Simultaneous Equation Econometric Model of Buyer Behavior."

Master of Philosophy June 1973  
Major: Marketing

Master of Business Administration December 1972  
Major: Managerial Economics / Finance

London School of Economics (U.K.)

B. Sc. (Economics Honors) June 1968

North Bengal University (India)

B. A. (Economics Honors) June 1965

**ACADEMIC EXPERIENCE:**

<u>Institution</u>	<u>Rank</u>	<u>Date</u>
Rutgers University	Professor	1984-present
	Acting Chairperson, Marketing Department	1995 (fall)
	Chairperson, Marketing Department	1985-1987
	Associate Professor	1980-1984
	Assistant Professor	1974-1980
	Associate Director - Business Research Center	1974-1980

Have held visiting professorships at several universities including:

Columbia University  
 International University of Japan  
 McGill University, Canada  
 University of California, Davis  
 University of Massachusetts, Amherst

**COURSES TAUGHT:**

Doctoral Level (Ph.D.):

Advanced Marketing Research  
 Buyer Behavior Seminar on Causal Models  
 Marketing Theory  
 Multivariate Statistics  
 Quantitative Methods in Marketing

**COURSES TAUGHT** (continued):Master's Level (M.B.A.):*Marketing Courses:*

Designed and taught new core Marketing Management courses in the Rutgers MBA curriculum.

Other marketing courses taught include:

- Consumer Behavior
- International Marketing
- Internet Marketing
- Marketing Communications/Advertising
- Marketing for Decision Making (New MBA core course)
- Marketing Management
- Marketing Models
- Marketing Research
- Marketing Strategy
- Marketing Design
- Product Management
- Quantitative Methods in Marketing
- B2B Marketing

*Courses taught in other functional areas include:*

- Analytical Techniques I (Deterministic Models)
- Analytical Techniques II (Stochastic Models)
- Business Policy
- Managerial Economics
- Statistics

Master's Level (Executive M.B.A.):

Have taught at several universities including:

- Rutgers University (Beijing, Shanghai, and Singapore programs)
- Columbia University
- International University of Japan

Courses taught include:

- Decision Making under Uncertainty
- Marketing Management
- Marketing Planning

## COURSES TAUGHT (continued)

Marketing Strategy

Undergraduate Level:

Marketing Management  
Marketing Research  
International Marketing

## ACADEMIC HONORS:

1. Seminal Papers: According to a study conducted by the Vienna University of Economics and Business Administration, two of my papers (*Marketing Science* 1997, 2000) are among the 46 seminal papers in marketing during the 25-year period 1982-2006.

Regarding this study, please note that:

- The set of 46 Seminal Papers includes 9 papers in *Marketing Science* –the highest number of papers for any journal mentioned in the study. This is consistent with the rankings of marketing journals by research impact. Thus, according to the 2007 rankings by the Institute for Scientific Information, ISI, *Marketing Science* has the highest impact among all marketing journals.
- The set of 46 seminal papers includes 12 papers published in disciplines outside marketing. These include a paper by Prof. Daniel McFadden, a Nobel laureate in economics (*American Economic Review*) and papers in top-tier journals in other fields outside marketing such as psychology (*Psychological Review*) and operations research/management science (*Management Science*).
- The set of 46 seminal papers includes papers by a number of chaired professors at top-tier universities in different subareas in marketing (including choice theory, consumer behavior, and sales management) and in other fields (including economics, statistics, and management science).

2. Marketing Science paper: My 2003 *Marketing Science* paper was evaluated as follows by Steve Shugan, the Editor who accepted the paper:

“Your research work is unique to *Marketing Science*. To my knowledge, we have had no previous articles that have attempted to estimate the relationship between reservation prices in a bundle or to develop a methodology for doing so. Moreover, your results are very new and interesting...Congratulations on producing a rigorous, well-written and important contribution. This manuscript represents an excellent and creative contribution to the journal and the discipline of marketing. It should have a substantial impact in the next few years as it is widely read.” (Emphasis added.)

### **ACADEMIC HONORS (continued):**

3. Marketing Science paper: The 1982 Jagpal-Brick paper (see “RESEARCH/PUBLICATIONS”) was published in the inaugural issue of *Marketing Science*, the premiere journal in marketing. Only four papers were published in the inaugural issue.

**Note: According to the Institute for Scientific Information, ISI, *Marketing Science* had the highest research impact among all marketing journals ranked by ISI in 2007. More broadly, *Marketing Science* was ranked third in research impact among the 72 business journals ranked by ISI.**

4. Grant: Received grant from Marketing Science Institute for research on salesforce compensation.

5. Inaugural Lecture: Delivered the Inaugural Lecture in the TIAA-CREF Series, SUNY, Binghamton (now known as Binghamton University), March 2004.

6. Colloquia: Invited to give colloquia at several universities in the US and abroad. These include:

Columbia University  
 Indian Institute of Technology, New Delhi, India  
 Massachusetts Institute of Technology (MIT)  
 McGill University, Canada  
 National University of Singapore  
 University of California, Los Angeles (UCLA)  
 University of Rochester

7. Awards by Rutgers University: (partial listing)

Awarded \$10,000 by the Technology Management Research Center, Rutgers Business School (2006-2007).

Awarded several research grants by Research Resources Committee, Rutgers Business School (1973-present).

Received Beverly Johnson Research Grant.

Received Inter-Unit Grant for Business/Management Research.

Received a number of FASIP (University Faculty Merit Awards) at Rutgers Business School (1973-present).

**ACADEMIC HONORS (continued):****8. Miscellaneous:***Columbia University*

Member, Beta Gamma Sigma Society (1972 - present)  
Distinction in Comprehensive Doctoral Qualifying Examination  
Doctoral Consortium Fellow, American Marketing Association  
Elected Student Member, Six-Person Doctoral Curriculum Reform  
Committee  
Taught M.B.A. courses while M.B.A. student

*London School of Economics (U.K.)*

Distinction in Economics

*North Bengal University (India)*

University Gold Medalist  
First in University B.A. (Economics Honors)  
Awarded National Merit Scholarship for Graduate Studies, Government of India

*Cambridge University (U.K.)*

Distinction in Mathematics

**TEACHING AWARDS:**

Voted "Best Teacher" by Rutgers M.B.A. students in successive years  
(2000, 2001).

**PUBLICATION-RELATED ACTIVITIES:**

Member of Editorial Board, *Journal of Product and Brand Management* (2004-present).

Member of Editorial Board, *International Journal of Pharmaceutical and Healthcare Marketing* (2006-present).

Member of Editorial Board, *Journal of Indian Business Research* (2008-present)

Member of Editorial Board, *Journal of Leadership in Global Enterprise* (2008-present)

Member of Editorial Board, *Journal of Pricing & Revenue Management* (2010-present)

Ad hoc reviewer (1973-present) for several professional journals including:

*Marketing Science*

*Journal of Marketing Research*

*Journal of Industrial Economics*

*Journal of Regulatory Economics*

*Administrative Science Quarterly*

*Psychological Bulletin*

*Multivariate Behavioral Research*

*Management Science*

*Customer Needs and Solutions*

Have reviewed books in marketing and in other fields (i.e., economics, statistics, and information science) for the following major publishers:

*Cambridge University Press*

*McMillan*

*Oxford University Press*

*Prentice Hall*

*Princeton University Press*

*Sage Publications*

*Stanford University Press*

*Wiley*

**DOCTORAL DISSERTATION COMMITTEES:**

Have served as chair, co-chair, or committee member of 14 doctoral dissertations at Rutgers, Columbia, and abroad (Indian Institute of Technology, Delhi).

## **UNIVERSITY AND PUBLIC SERVICE:**

### Departmental Recruiting

Have often chaired the Departmental Recruiting Committee in the Marketing Department, Rutgers Business School.

### Administration of the Marketing Department

Chairperson of the Marketing Department (1985-87).

Acting chairperson of the Marketing Department (Fall 1995).

### Doctoral Program

Have been actively involved in the doctoral program in marketing during the period when the Marketing Department offered a major in marketing (1984-2002).

Duties included designing the course content of the marketing major, advising doctoral students majoring or minoring in marketing, and preparing and evaluating doctoral qualifying examinations.

Participated in 10 doctoral dissertations in marketing at Rutgers in different capacities (chair, co-chair, and committee member).

Chair, Ph.D. Policy Committee, Rutgers Business School (1986-88).

### Research Resources Committee

Member, Research Resources Committee (1994-99, 2001-05, 2010)

Chairperson, Research Resources Committee (1994-97, 2001, 2005)

Note: The Research Resources Committee is a key committee at Rutgers Business School and evaluates a large number of applications for fellowships and grants submitted by faculty members every year. The committee performs a rigorous and in-depth technical evaluation of all materials submitted by faculty (including proposals, current working papers, and papers resulting from previous grants) and makes recommendations to the Dean's Office.

**Most of the Research Resources Committee's work is done during the spring semester every year. I have always participated actively in the Committee, whenever I served on the Committee, even though spring is generally my "off term."**



**UNIVERSITY AND PUBLIC SERVICE (continued):**Range of Teaching

Have taught over 25 different courses in the following Rutgers curricula:

Undergraduate program

MBA program

Executive MBA program

International Executive MBA programs (Beijing, Shanghai, and Singapore)

Ph.D. program

Mini-MBA program

Note: I have regularly taught in the Executive MBA and International Executive MBA programs.

Curriculum Development

Have served on several curriculum committees including:

M.B.A. Curriculum Committee (2006-2013). The Committee was responsible for designing and implementing a new curriculum for full-time MBA students.

MBA Curriculum Reform Committee (1996-98). The Committee was responsible for designing and implementing a new curriculum for full-time MBA students.

Executive MBA Committee (2000-01).

Part-Time MBA Curriculum Committee (2001).

International Executive MBA Committee (2004-2012).

Rutgers-New Jersey Institute of Technology Curriculum Committee on Master's Degree in Telecommunication (1995).

Other Committees:

Have served on many other schoolwide committees. These include:

Planning Committee

Appointments and Promotions Committee.

Committee on Measuring Faculty Performance.

Faculty Workload Committee.

Rutgers Business School Centers

Senior Fellow, Pharmaceutical Center, Rutgers Business School (2004-present).

Fellow, Supply Chain Center, Rutgers Business School (2004-present)

## **PUBLICATIONS/RESEARCH**

### **RESEARCH AREAS**

My research is multidisciplinary and focuses on developing new theory and empirical methodology to solve basic (but underresearched) marketing and strategic problems.

Specifically, the research foci are (a) The marketing-finance-production interface; (b) Developing new models of the multiproduct firm under uncertainty; (c) Developing new econometric and psychometric methods where necessary to operationalize these theories; and (d) Empirically testing these theories.

More generally, my research spans multiple areas including marketing, economics, decision theory, behavioral decision theory, psychology, statistics, psychometrics, management science, multivariate forecasting, supply chain management, consumer behavior, and corporate strategy.

My research areas include:

- The Marketing-Finance Interface
- Theory of the Multiproduct Firm under Uncertainty
- Developing and Testing New Models of Consumer Behavior
- Sales Force Policy for the Multiproduct Firm
- Choice Theory
- Developing New Advertising Models
- Designing and Testing New Models to Measure the Productivity of Advertising in Multiproduct Firms
- Stochastic Game Theory
- Marketing Strategy under Uncertainty
- Developing New Psychometric Methodology
- Developing New Econometric Methodology
- Developing New Multivariate Statistical Methods
- Developing New Structural Equation Models
- Channels of Distribution
- Pricing Under Uncertainty
- Strategic Alliances
- Mergers and Acquisitions
- International Marketing
- Pharmaceutical Marketing
- Internet Marketing
- Designing Executive Compensation Plans

## RESEARCH IMPACT

My research has been recognized by world-famous scholars in several fields including economics, finance, marketing, psychology, strategy, statistics, psychometrics, and management science. In addition, the practical value of this research has been recognized by senior business executives.

Following are some evaluations of my research impact in marketing and in other fields.

### *Global Impact*

• **Harry M. Markowitz, the Nobel prizewinner in economics who laid the foundation of modern finance:**

“Below I outline briefly the momentous contribution of this book [Sharan Jagpal, *Marketing Strategy and Uncertainty*, Oxford University Press]...”

• **Professor Morrison, William E. Leonhard Professor, UCLA, and former editor-in-chief of *Management Science* (a top-tier multidisciplinary journal):**

“Sharan Jagpal is unique among the community of marketing science scholars. No one else has so successfully integrated the disciplines of finance and economics with marketing better than Sharan Jagpal.”

### *Research Impact on Marketing*

• According to a study conducted by the Vienna University of Economics and Business Administration, two of my papers (*Marketing Science* 1997, 2000) are among the 46 seminal papers in marketing during the 25-year period 1982-2006.

• **Richard P. Bagozzi, Professor of Marketing; Professor of Social and Administrative Sciences, Chair of Pharmacy, and Chair of Marketing, University of Michigan:**

“This book [*Fusion for Profit*] is one of the most original and thorough discourses I have seen on how business ideas from multiple functional areas can be integrated. It is lucidly written and provides many, many insights for managers, as well as more academically oriented readers in search of grounding. A remarkable contribution to the literature that not only makes one think deeper and broader about business but provides concrete ways to effectively approach and model the pressing business issues of the day.”

• **Kamel Jedidi, Professor and Chairperson, Marketing Division, Columbia Business School:**

“This seminal book [*Fusion for Profit*] has created an urgently needed new paradigm for business theory and practice. Jagpal has developed novel theories and practical methods for solving critical but neglected business problems. Given the book's conversational

style, it is a must-read for multiple audiences ranging from CEOs to academics in multiple fields. I especially like Jagpal's practical approach based on simple but powerful examples...The theories and metrics for linking marketing actions to shareholder value are a much needed direction for the entire marketing profession.”

**Donald R. Lehmann, George E. Warren Professor of Business, Columbia Business School and editor of the *International Journal of Research in Marketing*:**

“This book [*Marketing Strategy and Uncertainty*] presages a direction of movement for the field. This book is the work of a true scholar whose goal is to advance knowledge rather than work on minor extensions and contributions.”

**Professor L. Krishnamurthi, A. Montgomery Ward Professor of Marketing, Kellogg School of Management:**

“It would not be an overstatement to say that Professor Jagpal has pioneered the development of analytical models that combine marketing and finance... Professor Jagpal’s research has had a major impact on his own field and on other disciplines including economics, finance, and statistics. Few researchers can claim this level of accomplishment.”

**Imran Currim, Chancellor’s Professor, University of California, Irvine:**

“ [*Marketing Strategy and Uncertainty* is] The first book to develop a rigorous theory of marketing under uncertainty.”

**David Weinstein, Van Leer Professor of Industrial Marketing, INSEAD, France:**

Professor Jagpal’s pathbreaking and functionally integrative book [*Marketing Strategy and Uncertainty*] provides theoretical and methodological solutions to a large number of strategic problems facing the multiproduct firm under uncertainty, both domestically and internationally.”

**Emine Sarigollu, Associate Dean, McGill University, from a book review of Sharan Jagpal, *Marketing Strategy and Uncertainty*, in the Journal of Marketing Research, February 2000:**

“This pioneering book [*Marketing Strategy and Uncertainty*] is the first to develop a modern theory of marketing under uncertainty.”

*Research Impact in Economics and Finance*

**Harry M. Markowitz, the Nobel prizewinner in economics who laid the foundation for modern finance:**

“ Professor Jagpal’s pioneering book [*Marketing Strategy and Uncertainty*] moves us forward towards a detailed, integrated theory of the firm.”

**Enrique R. Arzac, Professor of Finance and Economics and former Vice Dean, Columbia Business School:**

“[*Fusion for Profit* is] A required reading for practitioners and everybody who deals with marketing strategy.”

*Research Impact in Statistics and Psychometrics*

**Professor Bengt Muthen, former president of the Psychometric Association:**

“I’d like to congratulate you on your recent nice article in Marketing Science [1997] on finite mixture SEM [structural equation models].”

**David Larcker, James Irvin Miller Professor of Accounting, Stanford Business School:**

“ I read with considerable interest your [1997] paper in Marketing Science on finite-mixture structural equation models. This is a nice paper that should have considerable impact on a variety of disciplines.”

*Research Impact in Management Science/Operations Research*

**David G. Luenberger, Professor and cofounder, Department of Engineering and Economic Systems and Operations Research (EESOR), Stanford University,** is an acclaimed academic in multiple fields including engineering, economics, management science, and information science. According to Prof. Luenberger:

“This excellent book [*Fusion for Profit*] is comprehensive, accessible, practical, and consistent with modern theory. It represents a fusion between marketing and finance, but also its approach is a fusion of qualitative and quantitative methods...The breadth of business topics considered is enormous, including for example, quantitatively developed marketing strategies, compensation policies, and acquisition plans.”

*Research Impact on Managerial Practice*

**The Economic Times:**

“The author [Jagpal] develops solutions that can be implemented, and not solutions that wish away realities. The book [*Marketing Strategy and Uncertainty*] will be a valuable read for academicians, researchers, consultants, students of marketing, and practicing executives. It will also be useful for students and researchers in organization strategy as it follows a functionally integrative approach.”

**Dinyar S. Devitre is Senior Vice President and Chief Financial Officer, Altria Group Inc.** (Altria is a global Fortune 500 company ranked just next to Intel. Last year, Altria had an annual revenue of \$38 billion.) In the Foreword to my book, Mr. Devitre writes:

"*Fusion for Profit* is a one-of-a-kind exposition of how the fusion of marketing skill and financial discipline can drive shareholder value. This superb book is a must read for anyone interested in building businesses."

**John A. Greco, Jr. is president and CEO of Direct Marketing Association.** (Direct Marketing Association, DMA, is the leading global trade association of business and nonprofit organizations using and supporting direct marketing tools and techniques. Most Fortune 100 companies are members of Direct Marketing Association.) In the Foreword to my book (*Fusion for Profit*), Mr. Greco writes:

"Bringing marketing and finance together is a massive endeavor, making this book unique in its scope and the breadth of the topics it covers...In *Fusion for Profit*, Professor Jagpal brilliantly combines these seemingly disparate fields and proposes novel new theories and methods, many of them quite sophisticated.”

*Classroom Impact*

My book (*Marketing Strategy and Uncertainty*, Oxford University Press, 1999) is being used in graduate courses at top schools in the United States (e.g., Wharton and Harvard) and abroad (e.g., the National University of Singapore and the Indian Institute of Management, Calcutta).

The book is also being used to teach courses in other departments outside the business school.

**BOOKS :**

1. Sharan Jagpal, *Fusion for Profit: How Marketing and Finance Can Work Together to Create Value*, Oxford University Press, New York, August 2008.

This book develops new theories and empirical methods for the multiproduct firm facing uncertainty. These theories and methods are necessary to overcome the ‘silo’ effects that

separate different functional areas in business (e.g., marketing and finance) and different disciplines in marketing (e.g., marketing, economics, finance, and statistics).

2. Sharan Jagpal, *Marketing Strategy and Uncertainty*, Oxford University Press, New York, 1999. Foreword written by Harry M. Markowitz, the Nobel prizewinner in economics who laid the foundation for modern finance. This book has been reviewed by the following journals:

Journal of Marketing Research (2000)

Journal of Macromarketing (2000)

Journal of Classification (1999)

### **REFEREED PUBLICATIONS:**

Matthew Schneider, Sharan Jagpal, Sachin Gupta, Yu Yan, and Shaobo Li, “A Flexible New Method for Protecting Marketing Data,” Marketing Science, (forthcoming).

Matthew Schneider, Sharan Jagpal, Sachin Gupta, Yu Yan, and Shaobo Li, “Protecting Customer Privacy when Marketing with Second-Party Data,” International Journal of Research in Marketing (forthcoming).

Xin Wang, Y. Xie, Sharan Jagpal and Shen Yenyurt, "Asymmetric Technology Transfers, Product Positioning, and Pricing in a Duopoly: A Comparison of Different Behavioral Modes," Customer Needs and Solutions, (2016).

Paul S. Koku and Sharan Jagpal, "Do Payday Loans Help the Working Poor?" International Journal of Bank Marketing, 2015. Paper awarded 2016 Emerald Literati Network Award for Excellence.

Jagpal, Sharan and Menahem Spiegel, “Free Samples, Profits, and Welfare: The Effect of Market Structures and Behavioral Modes,” Journal of Business Research, (2011), Vol. 64 No. 2, 213-219.

Ferjani, Madiha, Kamel Jedidi, and Sharan Jagpal, “A Conjoint Approach for Consumer- and Firm-Level Brand Valuation,” Journal of Marketing Research, (2009), Vol. 46, 6, 846-862.

Jagpal, Sharan, “Fusion for Profit: How Marketing and Finance Can Work Together to Create Value,” Japanese Journal of Administrative Science, (2009), Vol. 22, No. 2, 189-196. (Paper invited by the Editor of the journal.)

Jedidi, Kamel and Sharan Jagpal, “Willingness to Pay: Measurement and Managerial Implications,” in Vithala Rao, Ed., Handbook of Pricing Research in Marketing, (2009), Edward Elgar Publishing, Massachusetts, 37-60.



**REFEREED PUBLICATIONS (Continued):**

Zhao, Hao and Sharan Jagpal, "Sequential Product Introduction, Market Growth, and Social Welfare," Journal of Business Research, (2009), Vol. 62, No. 7, 713-718.

Jagpal, Sharan, Kamel Jedidi, and Maqbul Jamil, "MCT: A Multibrand Concept-Testing Methodology for New Product Strategy," Journal of Product and Innovation Management, (2007), Vol. 24, No. 1, 34-51.

Zhao, Hao and Sharan Jagpal, "Effect of Secondhand Markets on the Firm's Dynamic Pricing and New Product Introduction Strategies," International Journal of Research in Marketing, (2006), Vol. 23, No. 3, 295-307.

Choi, Chan and Sharan Jagpal, "Duopoly Pricing Under Risk Aversion and Parameter Uncertainty," Journal of Product and Brand Management, (2004), Vol. 13, No. 5, 359-368.

Kalita, Jukti, Sharan Jagpal, and Donald E. Lehmann, "Do High Prices Signal High Quality? A Theoretical Model and Empirical Results," Journal of Product and Brand Management, (2004), Vol. 13, No. 4, 279-288.

Jedidi, Kamel, Sharan Jagpal, and Puneet Manchanda, "Measuring Heterogeneous Reservation Prices for Product Bundles," Marketing Science, (2003), Vol. 22, No. 1, 107-130.

Ansari, Asim, Kamel Jedidi, and Sharan Jagpal, "A Hierarchical Bayesian Methodology for Treating Heterogeneity in Structural Equation Models," Marketing Science, (2000), Vol. 19, No. 4, 328-347.

Jedidi, Kamel, Sharan Jagpal, and Wayne DeSarbo, "STEMM: A General Finite Mixture Structural Equation Model," Journal of Classification, (1997), Vol. 14, 23-50.

Jedidi, Kamel, Sharan Jagpal, and Wayne DeSarbo, "Finite Mixture Structural Equation Models for Response-Based Segmentation and Unobserved Heterogeneity," Marketing Science (1997), Vol. 16, No. 1, 39-59.

Koku, Paul, Sharan Jagpal, and P.V. Viswanath, "The Effect of New Product Announcements and Pre-Announcements on Stock Price," Journal of Market-Focused Management, (1997), Vol. 2, No. 2, 183-199.

Chandrashekar, Rajesh and Sharan Jagpal, "Measuring Internal Reference Price: Some Preliminary Results," Pricing Strategy and Practice, (1995), Vol. 3, No. 4, 28-34.

**REFEREED PUBLICATIONS (continued):**

Chandrashekar, Rajesh and Sharan Jagpal, "Is There a Well-Defined Reference Price?" in Frank Kardes and Mita Sujan, Eds., Advances in Consumer Research, (1995), Vol. 22, Provo, UT: Association for Consumer Research, 230-235.

Choi, Chan and Sharan Jagpal, "Competitive Price Strategy and Parameter Uncertainty: A Simulation Study," Proceedings of the Second International Conference of Decision Sciences, Decision Science Institute, Seoul, Korea, (1993), 673-676.

Jagpal, Sharan and John U. Farley, "Marketing Policies under Uncertainty in a Multidivision Firm," Mathematical Modeling: An International Journal, (1984), Vol. 5, 129-37.

Brick, I.E., and Sharan Jagpal, "Utility Theory, Value Maximization and the Quality Decision under Uncertainty," International Economic Review, (June 1984), 369-377.

Jagpal, Sharan, "Multicollinearity in Structural Equation Models with Unobservable Variables," Journal of Marketing Research, (November 1982), 431-439.

Jagpal, Sharan, E. Sudit, and H. Vinod, "Measuring Dynamic Marketing Mix Interactions Using Translog Functions," Journal of Business, (July 1982), 401-415.

Jagpal, Sharan, and I.E. Brick, "The Marketing Mix Decision under Uncertainty," Marketing Science, Vol. 1, No. 1, (Winter 1982), 79-92.

Jagpal, Sharan and I.E. Brick, "A Model of the Effect of Conglomeration and Risk Aversion on Pricing: A Comment," Journal of Industrial Economics, (March 1982), 327-333.

Jagpal, Sharan and Baldwin S. Hui, "An Information Theory Approach to the Analysis of Multidimensional Contingency Tables," Annual Proceedings of the American Marketing Association, (1981), 380-383.

Jagpal, Sharan, "Pricing Strategies When Sales and Cost Are Uncertain," Annual Proceedings of the American Marketing Association, (1981), 17-19.

Jagpal, Sharan, "Measuring Joint Advertising Effects in Multiproduct Firms," Journal of Advertising Research (February 1981), 65-69.

Brick, I.E. and Sharan Jagpal, "Monopoly Price-Advertising Decision Making Under Uncertainty," Journal of Industrial Economics, (March 1981), 279-285.

**REFEREED PUBLICATIONS (continued):**

Hui, Baldwin S., and Sharan Jagpal, "Using Causal Models with Latent Variables to Test Theories of Economic Development," Annual Proceedings of the American Statistical Association (1980).

Jagpal, Sharan and Baldwin S. Hui, "Consumer Behavior Models with Unobservables: Measurement Reliability, Internal Consistency, and Theory Validation," Annual Proceedings of the American Marketing Association, (1980), 358-361.

Jagpal, Sharan and B.S. Hui, "A Policy-Oriented Test of The Product Life Cycle Theory," Annual Proceedings of the American Marketing Association , (1980), 390-393.

Jagpal, Sharan, and B.S. Hui, "Measuring the Advertising-Sales Relationship: A Multivariate Time Series Approach," in J. Leigh and C. Martin, Eds., Current Issues and Research in Advertising, Division of Research, Ann Arbor: University of Michigan, (1980), 211-227.

Hui, Baldwin, and Sharan Jagpal, "RIDGE: An Integrated Ridge Regression Program," Journal of Marketing Research, (November 1979), 571-572.

Jagpal, Sharan, E.F. Sudit, and H.D. Vinod, "A Model of Sales Response to Advertising Interactions," Journal of Advertising Research, (June 1979), 41-47.

Hui, Baldwin and Sharan Jagpal, "Causal Path Analysis of Joint Multiinput – Multioutput Systems," Annual Proceedings of the American Statistical Association (1979).

Hui, Baldwin S. and Sharan Jagpal, "The Partial Least Squares (PLS) Approach to Causal Marketing Models with Latent Variables," Annual Proceedings of the American Marketing Association ,(1979), 90-92.

Jagpal, Sharan, and E.F. Sudit, "Theory and Measurement of Joint Marketing Mix Effects and Interactions in Multiproduct Firms," Annual Proceedings of the American Marketing Association ,(1979), 96-98.

Jagpal, Sharan, and Baldwin S. Hui, "Multicollinearity in Marketing Research: A Comparison of Ridge Regression and Principal Components Regression," Proceedings of the Eleventh Annual Conference of the American Institute of Decision Sciences , (1979), 181-183.

Hui, Baldwin S., and Sharan Jagpal, "PCREG: A Principal Components Regression Program for Decision Making," Journal of Marketing Research , (November 1979), 570-571.

**REFEREED PUBLICATIONS (continued):**

Hui, Baldwin S., and Sharan Jagpal, "The Partial Least Squares Approach to Causal Marketing Models," Annual Proceedings of the American Marketing Association (1979), 90-92.

Hui, Baldwin S., and Sharan Jagpal, "Causal Path Models with Latent Variables for Decision Making," Proceedings of the Eleventh Annual Conference of the American Institute of Decision Sciences , (1979), 71-73.

Benson, Purnell, and Sharan Jagpal, "A Quadratic Descent Algorithm for Identifying Time-Varying Parameters of Supply and Demand Distributions," Annual Proceedings of the American Statistical Association , (1978).

Jagpal, Sharan, and E.F. Sudit, "Efficiency Measures in Retentive and Expansive Marketing of Financial Services," Industrial Marketing Management , (December 1978), 423-430.

Jagpal, Sharan, "A Note on 'Multinational Corporate Pricing Policy in the Developing Countries,'" Journal of International Business Studies, (Spring/Summer 1977), 103-104.

Jagpal, Sharan, "An Empirical Investigation of the Roles of Personality, Advertising and Word of Mouth in Determining Consumer Confidence for Established and New Products," in New Challenges for the Decision Sciences, Donald E. Frederick and J. Gultinan, Eds., (American Institute of Decision Sciences), Amherst, Massachusetts, 1975, 36-39.

**BOOK REVIEWS**

Jagpal, Sharan, "A Review of Peter Asch's 'Consumer Safety Regulation: Putting a Price on Life and Limb' (Oxford University Press, 1988)," Journal of Regulatory Economics, (1990), Vol. 2, 201-203.

Howard, John A., and Sharan Jagpal, "A Review of D.S. Ironmonger's 'New Commodities and Consumer Behaviour' (Cambridge University Press, 1973)," Journal of Marketing Research , (May 1975), 241-242.

### **PUBLISHED EVALUATIONS OF MY RESEARCH BY OTHER ACADEMICS:**

“Review of Sharan Jagpal, *Marketing Strategy and Uncertainty*, Oxford University Press, 1999,” (by P.V. Balakrishnan), Journal of Macromarketing, (June 2000), 96-98.

“Review of Sharan Jagpal, *Marketing Strategy and Uncertainty*, Oxford University Press, 1999,” (by E. Sarigollu), Journal of Marketing Research, (February 2000), p. 134.

“Review of Sharan Jagpal, *Marketing Strategy and Uncertainty*, Oxford University Press, 1999,” (by K. Jedidi), Journal of Classification, (1999), Vol. 16, 307-311.

Michel Wedel and Wagner A. Kamakura, *Market Segmentation: Conceptual and Methodological Foundations*, Kluwer Academic Publishers, Boston, Mass., 1999, 225-238, extensively discusses my coauthored Marketing Science (1997) paper.

### **BOOK-IN-PROGRESS**

I am presently working on a new book tentatively titled *Markusion*. This book further develops my research on the fusion of business disciplines, including marketing and finance. Target: A university press.

### **PAPERS UNDER REVIEW AND OTHER RESEARCH-IN-PROGRESS**

Kohli, Pankaj and Sharan Jagpal, “An Integrated Theory of Channel Integration: Theory and Empirical Evidence.” Status: Under revision. To be submitted to Journal of Marketing.

Jagpal, Sharan and Hao Zhao, “A Dynamic Satisfaction Model: Risk Aversion and Prospect Theory.” Status: Manuscript is being written up. This paper will be submitted to Marketing Science.

Zhao, Hao and Sharan Jagpal, “Dynamic Pricing with Network Externalities,” (with Hao Zhao). Status: Manuscript under revision.

Jagpal, Sharan and Kamel Jedidi, “A Duopoly Model of Advertising under Uncertainty.” Status: Manuscript under revision.

### INVITED RESEARCH PRESENTATIONS (partial listing)

Invited speaker in Ivey Research Series, Western University, 2015. Other speakers in 2015 include Rajdeep Grewal, current co-editor of Journal of Marketing Research and V. Kumar, current editor of Journal of Marketing.

Keynote speaker in marketing at The 3<sup>rd</sup> International Conference on Business in Asia (iCBA) and the 17th Annual Conference on Pacific Basin Finance, Economics, Accounting and Management (PBFAM), Bangkok, Thailand, 2009.

“Fusion for Profit,” presented at the Capital Club, Beijing (2008).

“A New Methodology for Measuring Brand Equity,” Beijing (2008), Shanghai (2008), Singapore (2008).

“Forecasting Demand for New Products When Sales Data Are Unavailable,” Shanghai, 2006.

“Should Chinese Firms Acquire Foreign Firms?” Beijing, 2006.

“A General Prelaunch Model for New Pharmaceutical Products,” Pharmaceutical Center, Rutgers Business School, 2005.

“A New Methodology for Measuring Demand for Pharmaceutical Products,” (with Kamel Jedidi, Roger Green, and Sunil Gupta), Special Academic-Practitioner Marketing Science Conference, Yale University, 2006.

“A New Intentions Model for New Product Forecasting.” Inaugural Lecture in the TIAA-CREF Series, SUNY, Binghamton, 2004.

“A Multibrand Model for New Product Forecasting,” APLD Conference, Philadelphia, 2004.

“Optimizing New Product Strategy Using Patient Simulation,” Anonymous Patient-Level Data Conference, Philadelphia, 2003.

“New Product Forecasting Models,” Columbia Business School, 2003.

“A New Patient Simulation Model and Pre-Launch Forecasting Methodology,” (with Kamel Jedidi, PMSA Pharmaceutical Conference, Philadelphia, 2003.

“An Attraction Model for Pre-Launch Evaluation of New Pharmaceutical Products,” Academic-Practitioner Pharmaceutical Conference, New Orleans, 2002.

“Marketing Planning in an Uncertain Environment," Indian Institute of Technology, New Delhi, India, 1998.

### **OTHER RESEARCH PRESENTATIONS/CONFERENCES** (partial listing)

Following is a partial listing of other research presentations/conferences:

“Using Conjoint Analysis for Market-Level Demand Prediction and Brand Valuation,” (with Kamel Jedidi and Madiha Ferjani), Sawtooth Software Conference, March 2009.

“From Marketing Strategy to Wall Street: Some Empirical Implications,” Marketing Strategy Meets Wall Street Conference, Emory University, January 2009.

“Free Samples, Market Structure, Profits, and Welfare,” (with Menahem Spiegel), Marketing Science Conference, Atlanta, 2005.

“Optimizing Marketing Mix Decisions Given Uncertain and Incomplete Competitive Information,” (with Patrali Chatterjee, Chan Choi, Shibo Li, and Ying Xie), Marketing Science Conference, Atlanta, 2005.

“Duopoly Pricing Under Risk Aversion and Parameter Uncertainty,” (with Chan Choi), HEC-Montreal Conference on Game Theory in Marketing, 2005.

“A Dynamic Satisfaction Model: Risk Aversion and Prospect Theory,” (with Hao Zhao), Marketing Science Conference, The Netherlands, 2004.

“A Dynamic Duopoly Pricing Model,” (with Chan Choi), Marketing Science Conference, 2003.

“A New Concept Testing Model and Forecasting Methodology for Pre-Launch Products,” (with K. Jedidi and M. Jamil), Marketing Science Conference, Wiesbaden, Germany, 2001.

“Measuring Heterogeneous Reservation Prices for Product Bundles,” (with K. Jedidi and P. Manchanda), Marketing Science Conference, UCLA, 2000.

“Dynamic Pricing Policy for Durable Goods in the Presence of Secondhand Markets,” (with Hao Zhao), Marketing Science Conference, UCLA, 2000.

"A General Hierarchical Bayesian Methodology for Treating Heterogeneity in Structural Equation Models," (with Asim Ansari and K. Jedidi), Marketing Science Conference, Syracuse, 1999.

**OTHER RESEARCH PRESENTATIONS/CONFERENCES** (partial listing)

"Development and Empirical Validation of Alternative Models of Reference Price," (with R. Chandrashekar), Behavioral Perspectives on Pricing Conference, Marketing Science Institute, Boston, April 1995.

"Structural Equation Modeling: New Methods," Columbia University, 1995.

"Competitive Price Strategy and Parameter Uncertainty," (with Chan Choi), Management Science Conference, Tucson, March 1994.

"Is There A Well-Defined Reference Price?" (with R. Chandrashekar), Association of Consumer Research Conference, 1994

"Effect of Demand Uncertainty and Risk Attitudes on Equilibrium Prices," (with Chan Choi), ORSA/TIMS Conference, The Institute of Management Sciences, Phoenix, November 1993.

"Competitive Price Strategy and Parameter Uncertainty: A Simulation Study," (with Chan Choi), Second International Conference of Decision Sciences, Seoul, Korea, June 1993.