

## **Rajkumar Venkatesan (Raj)**

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Darden Graduate School of Business  
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### **EDUCATION**

**Doctor of Philosophy**, Marketing, University of Houston, 2002.

**Bachelor of Engineering**, Computer Science, University of Madras, India, 1997.

### **ACADEMIC EXPERIENCE**

Bank of America Research Associate Professor, University of Virginia (Darden), Sep 2009- present.

Associate Professor, University of Virginia (Darden), Aug 2006 – Aug 2009.

Assistant Professor, University of Connecticut, Aug 2002 – July 2006.

Instructor In-Residence, University of Connecticut, Aug 2001- Aug 2002.

### **AWARDS AND HONORS**

Top 40 Business Professors under 40, Poets and Quants, 2011.

Best Reviewer Award, Journal of Interactive Marketing, 2010.

Young Scholars Program, Marketing Science Institute 2009, Recognized as one of the top 20+ scholars in Marketing.

Invited Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, 2004, 2009, 2012.

Finalist, Informs Society for Marketing Science, Practice Prize Award, 2006.

Winner, 2005 Don Lehman Award for Best Dissertation based article published in an AMA Journal.

Winner, 2005 UConn School of Business, Best Article Award.

Winner, Alden G. Clayton Dissertation Proposal Award, Marketing Science Institute, 2001.

Winner and Outstanding Submission Award, Institute For Study of Business Markets, Doctoral Support Award Competition, 2001.

Winner, Best Paper Award--Market Intelligence, Market Research and Organizational Learning Process track, AMA Winter Educator's Conference, 1999.

AMA-Sheth Foundation Doctoral Consortium Fellow, 2001.

MBA Teacher of the Year (Marketing, 2004-2005), Voted by UConn Full Time MBA Students.

Co-Chair, AMA-Sheth Foundation Doctoral Consortium, 2005.

Co-Chair, Southwest Doctoral Consortium, University of Houston, 2001.

## RESEARCH

### Refereed Publications

1. Venkatesan, Rajkumar and Paul Farris (2012), "Coupons are Not Just for Cutting Prices, *Harvard Business Review*, Forthcoming.
2. Venkatesan, Rajkumar and Paul Farris (2012), "Measuring and Managing Returns from Retailer-Customized Coupon Campaigns," *Journal of Marketing*, 76(1), 76-94.
3. Rust, Roland, V. Kumar and Rajkumar Venkatesan (2011), "Will the Frog Change into a Prince?: Predicting Future Customer Profitability," *International Journal of Research in Marketing*, 28(4), 281-294. (Lead Article)
4. Venkatesan, Rajkumar (2011), "A Comment on 'On Estimating Current-Customer Equity Using Company Summary Data'," *Journal of Interactive Marketing*, 25(1), 23-24.
5. V. Kumar, Eli Jones, Rajkumar Venkatesan, and Robert P. Leone (2011), "Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing," *Journal of Marketing*, 75(January), 16-30.
6. Kumar, V., Lerzan Aksoy, Bas Donkers, Rajkumar Venkatesan, Thorsten Wiesel and Sebastian Tillmanns (2010), "Undervalues or Overvalued Customers: Capturing Total Customer Engagement Value," *Journal of Service Research*, 13(3)m 297-310.
7. Phatak, Bhavik, Ram Gopal, Robert Garfinkel, Rajkumar Venkatesan, and Fang Yin (2010), "Empirical Analyses of the Value of Recommender Systems," *Journal of Management Information Systems*, 27(2), 159-188.
8. Verhoef, Peter C., Rajkumar Venkatesan, Leigh McAllister, Edward C. Malthouse, Manfred Kraft, and Shankar Ganesan (2009), "CRM in Data Rich Multi-channel Retailing Environments: A Review and Future Research Directions," *Journal of Interactive Marketing*, Forthcoming.
9. Kumar, V., Rajkumar Venkatesan, Tim Bohling and Denise Beckmann (2008), "The Power of CLV: Managing Customer Lifetime Value at IBM," *Marketing Science*, 27(4), 585-599.
10. Kumar V., Rajkumar Venkatesan, and Werner Reinartz (2008), "Performance Implications of Adopting a Customer Focused Sales Campaign," *Journal of Marketing*, 72(5), 50-68.
11. Rajkumar Venkatesan, V. Kumar, and T. Bohling (2007), "Optimal CRM Using Bayesian Decision Theory; An Application to Customer Selection," *Journal of Marketing Research*, 44(4), 579-594.
12. Venkatesan, Rajkumar, Kumar Mehta, and Ravi Bapna (2007), "Do Market Characteristics Impact the Influence of Retailer Characteristics on Online Prices?" *Journal of Retailing*, 83(3), 309-324.
13. Rajkumar Venkatesan, V. Kumar, and Nalini Ravishanker (2007), "The Impact of Customer-Firm Interactions on Customer Channel Adoption Duration," *Journal of Marketing*, 71(2), 114-132.

14. Venkatesan, Rajkumar, Kumar Mehta, and Ravi Bapna (2006), "Understanding the Confluence of Retailer Characteristics, Market Characteristics and Online Pricing Strategies," *Decision Support Systems*, 42(3), 1759-1775.
15. Kumar V, Denish Shah, and Rajkumar Venkatesan (2006), "Managing Retailer Profitability- One Customer at a time," *Journal of Retailing*, 82(4), 309-324.
16. Berger, Paul D. Naras Eechambadi, Morris George, Donald R. Lehmann, Ross Rizley, and Rajkumar Venkatesan (2006), "From CLV to Shareholder Value: Theory, Empirical Evidence, and Issues for Future Research," *Journal of Service Research*, 9(2), 156-167.
17. Kumar, V., Rajkumar Venkatesan, and Werner J. Reinartz (2006), "Knowing What to Sell When to Whom," *Harvard Business Review*, March, 131-145.
18. Kumar, V., and Rajkumar Venkatesan (2005), "Who are the Multichannel Shoppers and How do they Perform?: Correlates of Multichannel Shopping Behavior," *Journal of Interactive Marketing*, 19(2), 44-62.
19. Venkatesan, Rajkumar, Trichy V. Krishnan and V. Kumar (2004), "Evolutionary Estimation of Macro-Level Diffusion Models using Genetic Algorithms," *Marketing Science*, 23(3), 451-464.
20. Venkatesan, Rajkumar, and V. Kumar (2004), "A Customer Lifetime Value Framework for Customer Selection and Resource Allocation Strategy," *Journal of Marketing*, 68(October), 105-125.
21. Venkatesan, Rajkumar and V. Kumar (2002), "A Genetic Algorithms Approach to Forecasting of Wireless Subscribers," *International Journal of Forecasting*, 18 (October-December), 625-646.
22. Kumar, V. Anish Nagpal and Rajkumar Venkatesan (2002), "MSHARE: A Framework for Forecasting Market share in Wireless Communication Industry," *International Journal of Forecasting*, 18 (October-December), 583-603.

## Book Chapters

- Venkatesan, Rajkumar, V. Kumar and Werner Reinartz (2011), "Customer Relationship Marketing (CRM) in Business Markets," in *Handbook of Business to Business Marketing*, Gary Lilien and Rajdeep Grewal Eds., Forthcoming.
- Reinartz, Werner and Rajkumar Venkatesan (2008), Decision Models for Customer Relationship Management (CRM), in *Handbook of Marketing Decision Making*, Berend Wirenga Eds., International Series in Operational Research and Management Science, Springer Science and Business Media.

## Research Grants

### Marketing Science Institute

**\$16,000** grant for conducting Research on Marketing Productivity, with V. Kumar and Werner J. Reinartz, 2002.

**\$5,000** grant from Marketing Science Institute for research on Integrated Marketing Strategies for Maximizing Customer Equity, with V. Kumar, 2001.

**Teradata Center for CRM, Duke University**

\$7,500 grant for research on Marketing Productivity, with V. Kumar and Werner J. Reinartz, 2003.

\$10,000 grant from Teradata Center, Duke University, for research on Integrated Marketing Strategies for Maximizing Customer Equity, with V. Kumar, 2001.

**Institute for Study of Business Markets, Pennsylvania State University**

\$7,000 for research on Integrated Marketing Strategies for Maximizing Customer Equity, with V. Kumar, 2001.

**Center for International Business and Economics Research, University of Connecticut**

\$5,000 grant for conducting Research on Customer Retention and Salesperson Service Quality in International Markets, 2003.

\$5,000 grant for conducting Research on Multinational Diffusion Models, 2005.

**Batten Institute, Darden, University of Virginia**

\$18,000 grant for conducting research on customer collaboration and organic growth, 2007.

**Invited Presentations at Academic Institutions**

Michigan State University	University of Texas, Austin
University of Buffalo	University of Minnesota
University of Delaware	University of Groningen
Kent State University	University of Maryland
University of British Columbia	University of Cologne
University of Western Ontario	Iowa State University
Babson College	

**Invited Presentations at Practitioner Conferences and Meetings**

Venkatesan, Rajkumar (2011), "Return on Marketing," Corporate Seminar in India.

Venkatesan, Rajkumar (2010), "Multichannel Marketing," Plow and Hearth Executive Committee Meeting.

Venkatesan, Rajkumar (2004), "Metrics for Profitable Customer Management," Direct Marketing Association, Research Council Seminars, September.

Venkatesan, Rajkumar (2003), "Tools for Understanding Customer Lifetime Value," Direct Marketing Association, Research Council Seminars, June.

V. Kumar and Venkatesan, Rajkumar (2003), "Designing Profitable Loyalty Programs," Presentation to MGM-Mirage, Las-Vegas, July.

## **TEACHING EXPERIENCE**

### **Darden Graduate School of Business, University of Virginia**

*First Year Marketing (MBA Required Course), Fall 2006 -present*  
*Marketing Analytics (MBA Elective), Spring 2007,2008 -present*  
*Strategic Marketing Management (Executive Education), Spring 2007-present*  
*Leading Organic Growth (Executive Education), Fall 2007-present*  
*Management Development Program (Executive Education), Summer 2008-present.*  
*HWZ EMBA for Marketing (Executive Education), Fall 2008-present.*  
*Social Media Marketing (Executive Education), Fall 2010-present.*

### **School of Business, University of Connecticut:**

*Database Marketing (MBA Elective), Spring 2002, 2003, 2005.*  
*Marketing Research (MBA Elective), Fall 2002, 2004.*  
*Marketing Models (Ph.D. Seminar), Spring 2003, Fall 2005.*  
*Marketing Research (Undergraduate Elective), Fall 2003, Spring 2004.*  
*Bayesian Data Analysis (Ph.D. Seminar), Summer 2004.*

### **Bauer College of Business, University of Houston:**

*Database Marketing (Undergraduate Elective), Fall 2000.*

### **Published Case Studies**

- Rajkumar Venkatesan and Kelly Ateya (2012), "Cardagin: Local Mobile Rewards," UVA-0825.
- Rajkumar Venkatesan (2011), "*Design of Price and Advertising Elasticity Models*," UVA-M-0805.
- Farris, Paul, Rajkumar Venkatesan and Ivy Zukerman (2010), "*Svedka Vodka (A)*," UVA-M-0774
- Farris, Paul, Rajkumar Venkatesan and Ivy Zukerman (2010), "*Svedka Vodka (B)*," UVA-M-0775
- Farris, Paul, Rajkumar Venkatesan and Ivy Zukerman (2011), "*Svedka Vodka (C)*," UVA-M-0776
- Rajkumar Venkatesan (2009), "*Catalina Marketing Corporation: Developing a Retailer Value Proposition (Media)*," UVA-M-0764M
- Giandomenico Sarolli and Rajkumar Venkatesan (2009), "*Catalina Marketing Corporation: Developing a Retailer Value Proposition (TN)*," UVA-M-0764TN
- Giandomenico Sarolli and Rajkumar Venkatesan (2008), "*DVD Wars: Netflix versus Blockbuster*," UVA-M-0763
- Rajkumar Venkatesan (2008), "*A Note on the Marketing Analytics Course at Darden*," UVA-M-0767.

- Paul Farris, Amy Lemley, Rajkumar Venkatesan, and N. Raghu Kishore (2008), “*Tata Nano: The People’s Car*,” UVA-M-0768
- Paul Farris, Mark Parry, and Rajkumar Venkatesan (2009), “*The Seven Questions of Marketing Strategy*,” UVA-M-0779.
- Paul Farris, and Rajkumar Venkatesan (2008), “*Advertising Experiments at the Ohio Art Company*,” UVA-M-0752.
- Paul Farris and Rajkumar Venkatesan (2008), “*Ukrops Savings Spot*,” UVA-M-0753
- Paul Farris, and Rajkumar Venkatesan (2007), “*Sto Guard: Spray-On Housewraps*”, UVA-M-0747, with the assistance of Paul Farris, currently available for circulation within Darden, will be available for use outside Darden in two years.
- Rajkumar Venkatesan (2007), “*Cluster Analysis for Market Segmentation*”, UVA-M-0748, Technical Note.
- In Essentials of Marketing Research (1999, and 2002), by Kumar, Aaker and Day, 1<sup>st</sup> Ed.
  - “*Caring Children's Hospital*,”
- In International Marketing Research (2000), Kumar, 1<sup>st</sup> Ed.
  - “*Dell in Latin America?*”
  - “*Phillip Morris Enters Turkey*,”
  - “*Global Worker Stereotypes*,”
  - “*Blockbuster Marches Ahead*,”

## REVIEWING ACTIVITY

Member, Editorial Review Board, Journal of Marketing  
 Member, Editorial Review Board, Journal of Interactive Marketing.

Ad Hoc Reviewer:

Journal of Marketing  
 Marketing Science  
 IEEE Transactions on Evolutionary Computation  
 Information Systems Research  
 Journal of Marketing Research  
 Marketing Science Institute

Journal of Retailing  
 Journal of Business Research  
 Marketing Letters  
 Management Science  
 Institute for Business Studies