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APPOINTMENTS HELD:

August 2012 – Present: Professor, London School of Economics
June 2011-August 2012: Board of Overseers Professor of Marketing, Carlson
School of Management
June 2007- June 2011: Associate Professor, Carlson School of Management
August 2001- June 2007: Assistant Professor, Carlson School of Management

EDUCATION:

Ph.D., Business Administration (Marketing), University of Southern California
M.S. Physics, University of Virginia
B.S. Physics, University of Delhi

RESEARCH INTERESTS:

Micro-

5. "Assessing the Effects of a Channel Switch," (2008), *Marketing Science*, 27 (3), 398-416, with Xinlei Chen and George John.
6. "Informing, Transforming, and Persuading: Disentangling the Multiple Effects of Advertising on Brand Choice Decisions," (2008), *Marketing Science*, 27 (3), 334-355, with Nitin Mehta and Xinlei Chen.
7. "Competitive Response to Radical Product Innovations," (2008), *Journal of Marketing*, 72 (May), 94-110, with Khaled Aboulnasr, Rajesh Chandy, and Ed Blair.
8. "Understanding the Role of Trade-Ins in Industrial Markets: Theory and Evidence," (2009), *Marketing Science*, 28 (5), 950-967, with Raghunath Rao and George John.
9. "Examining Demand Elasticities in Hanemann's Framework: A Theoretical and Empirical Analysis," (2010), *Marketing Science*, 29 (3), 432-437 with Nitin Mehta and Xinlei Chen.
10. "An Empirical Investigation of Private Label Supply by National Label Producers," with Xinlei Chen and George John (2010), *Marketing Science*, 29 (4), 722-738, with Xinlei Chen and George John.
11. "Bonuses versus Commissions: A Field Study," with Sunil Kishore, Raghunath Rao, and George John (forthcoming, *Journal of Marketing Research*)