

**K. SIVAKUMAR (“Siva”)**  
*Arthur Tauck Chair and Professor of Marketing*  
**Lehigh University**

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**K. Sivakumar (“Siva”)** is the *Arthur Tauck Chair* and a *Professor of Marketing* at Lehigh University. Before joining Lehigh in 2001, Siva was a tenured faculty member at the University of Illinois at Chicago (UIC). He spent nine years at UIC and was named an *Academic Leadership Fellow* for 1999–2000. Siva received his Ph.D. in Marketing from Syracuse University in 1992. He has an undergraduate degree in Mechanical Engineering (PSG College of Technology, Madras University, India) and a master’s degree in Rural Management (Institute of Rural Management, India). Before obtaining his Ph.D., Siva held managerial positions in marketing and general management for six years at the National Dairy Development Board and the National Cooperative Dairy Federation of India. These premier organizations were at the forefront of designing and implementing a multi-million-dollar national initiative called “Operation Flood” and “White Revolution.” The initiative's purpose was to connect rural milk producers with urban markets by integrating farmers’ organizations, production facilities to manufacture value-added milk products, and marketing expertise—a social-cum-economic initiative rolled into one. The initiative resulted in India eventually becoming the largest milk producer in the world.

Siva joined Lehigh in 2001 to build and develop the marketing group. The new Department of Marketing at Lehigh was created under Siva’s leadership in July 2005, and Siva was the inaugural chairperson of the Department until June 2012. As of July 2012, the Department had ten full-time faculty members. After a six-year gap, effective July 2018, Siva has again been appointed as the Department's chairperson. A Professor (an endowed chair) and an assistant professor have been recruited since then. As of Fall 2020, the Department had 13 full-time faculty members and one full-time visitor.

Siva currently serves as the Secretary of the Faculty for Lehigh University. In this role, he prepares the minutes of Faculty Senate meetings and Faculty meetings at Lehigh. Also, Siva is the Faculty Secretary for the College of Business.

Siva’s research interests include globalization, innovation, pricing, services, and supply chains. He has published widely in leading journals, including the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Product Innovation Management*, *Decision Sciences*, and other publications. His research papers on international marketing and pricing have been summarized in the “Editors’ Briefing” section of the *Harvard Business Review*.

Siva is an Associate Editor (Marketing) for the *Journal of Business Research* since 2016. He was the Vice-Chair of Marketing Strategy Special Interest Group of the *American Marketing Association* (AMA) during 2003-2004. He was the Vice President (Academic Affairs) of the Product Development and Management Association (PDMA) from January 2008 to December 2009. He serves on the editorial review boards of several scholarly journals.

Siva is the recipient of the Donald Lehmann Award (given to the best dissertation-based article in the *Journal of Marketing* or *Journal of Marketing Research*) from the AMA, Best Services Article Award from the AMA, Martin J. Whitman Distinguished Ph.D. Alumni Award from Syracuse University, Alpha Kappa Psi Doctoral Dissertation Award from the Academy of Marketing Science (AMS), Honorable Mention for the John Howard Doctoral Dissertation Award from the AMA, Best Conference Paper Award at the AMA Educators’ Conference, Best Conference Paper Award at the AMS Annual Conference, Runner-up to the Best Paper Award at the PDMA Research forum, MBA Excellence in Teaching Award at Lehigh University, Outstanding Reviewer Award from the *Journal of the Academy of Marketing Science*, and other awards.

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## EDUCATION

Ph.D., Syracuse University, Syracuse, New York – 1992

*Major:* Marketing; *Minor:* Econometrics

*Advisor:* S. P. Raj

*Dissertation:* “An Investigation of Factors Contributing to Asymmetric Price Tier Competition”

Winner, Alpha Kappa Psi Doctoral Dissertation Award, Academy of Marketing Science

Honorable Mention, John Howard Doctoral Dissertation Award, American Marketing Association

Dissertation-based article in *Journal of Marketing* received the Donald Lehmann Award given by the American Marketing Association

Recipient of the Martin J. Whitman Distinguished Ph.D. Alumni Award in 2007

PGDRM (Master’s Degree), Institute of Rural Management, Anand, India – 1982

Obtained the highest GPA in the class

BE (Honors), PSG College of Technology, Madras University, Coimbatore, India - 1980

*Major:* Mechanical Engineering

## ACADEMIC PROFESSIONAL EXPERIENCE

- 07/2018 onwards: Chairperson, Department of Marketing, Lehigh University
- 06/2001 onwards: Arthur Tauck Chair in International Marketing and Logistics, Lehigh University
- 07/2003 onwards: Professor of Marketing, Lehigh University
- 07/2005 – 06/2012: Chairperson, Department of Marketing, Lehigh University  
(Department of Marketing created effective July 1, 2005)
- 06/2001 – 06/2003: Associate Professor of Marketing, Lehigh University
- 09/1998 – 05/2001: Associate Professor of Marketing, University of Illinois at Chicago
- 08/1996 – 12/2000: Coordinator, Marketing Ph.D. program, University of Illinois at Chicago
- 08/1992 – 08/1998: Assistant Professor of Marketing, University of Illinois at Chicago
- 08/1988 – 05/1992: Teaching/Research Assistant in Marketing, Syracuse University
- 03/1982 – 08/1982: Associate Lecturer of Management, PSG College of Technology, Madras University

## MANAGERIAL EXPERIENCE

- 03/1987 to 08/1988: Manager (Marketing), National Cooperative Dairy Federation of India
- Headed marketing operations; reported to the Managing Director
  - Officiated as Managing Director for three months
- 08/1982 to 03/1987: Assistant Executive, National Dairy Development Board, India
- Head of the marketing department, Sugam Dairy, Baroda, India. Responsible for sales, market research, and advertising (with additional responsibilities for purchasing and information systems for a brief period)
  - Served as Executive Assistant to the General Manager

## AWARDS AND HONORS

### *Research*

1. Finalist for the Best Services Article of 2017, American Marketing Association's Service Special Interest Group – 2018
2. Runner up (Honorable Mention) for the Best Article Award from *INFORMS Service Science* – October 2017 [For the paper published in 2016]
3. Highly Commended Paper, *International Journal of Logistics Management* – May 2017 [For the paper published in 2016]
4. Certificate for Highly Cited Research, *Journal of Retailing* – December 2016 [Paper published in 2013 was one of the five most highly cited papers published in *Journal of Retailing* during 2014-15-16]
5. Runner-up, Best Competitive Paper Award, Research Forum, Product Development and Management Association – 2015
6. Best Paper Award, Retailing and Pricing Track, American Marketing Association Summer Educators' Conference – 2015
7. Best Services Article of 2014, American Marketing Association's Services Special Interest Group – 2015
8. Article published in 2004 was among the Top Ten Most Downloaded articles in the 30-year history of *International Marketing Review* – 2013
9. William R. Darden Best Marketing Research Paper Award, Academy of Marketing Science Annual Conference – 2011
10. Best Paper Award, Research Methods & Analytics Track, American Marketing Association Summer Educators' Conference – 2010
11. Best Paper Award, Global Marketing Track, American Marketing Association Winter Educators' Conference – 2009
12. Best Paper Award, Marketing Strategy Track, American Marketing Association Summer Educators' Conference – 2007
13. Best Paper Award, E-Commerce and Technology Track, American Marketing Association Summer Educators' Conference – 2007
14. Literati Club Award for Highly Commended Paper, *European Journal of Innovation Management* – 2004
15. Carl R. and Ingeborg Beidleman Research Award, College of Business, Lehigh University – 2003
16. Best Paper Award, Marketing Research and Data Analysis Track, American Marketing Association Winter Educators' Conference – 2000
17. Donald Lehmann Award for the Best Dissertation-Based Article in Marketing Research, American Marketing Association – 1999

18. Best Paper Award, Market Intelligence and Marketing Research Track, American Marketing Association Summer Educators' Conference – 1999
19. Citation of Excellence for Highest Quality Rating, ANBAR Electronic Intelligence – 1998
20. M. Wayne Delozier Award for the Best Conference Paper, Academy of Marketing Science – 1998
21. Citation of Excellence for Highest Quality Rating, ANBAR Electronic Intelligence – 1997
22. Literati Club Award for Highly Commended Paper, International Marketing Review – 1997
23. Citation of Excellence for Highest Quality Rating, ANBAR Electronic Intelligence – 1996
24. Literati Club Award for Excellence for Outstanding Paper, Pricing Strategy & Practice: An International Journal – 1996
25. Albert Steffey Chair Award for the Best Theoretical Research Paper, Conference on Pricing & the Marketing Mix, American Marketing Association & Journal of Business Research – 1994
26. Alpha Kappa Psi Doctoral Dissertation Award, Academy of Marketing Science – 1993
27. Honorable Mention, John Howard Doctoral Dissertation Award, American Marketing Association – 1993
28. Best Competitive Paper Award, American Marketing Association Winter Educators' Conference – 1991

### **Teaching**

1. MBA Excellence in Teaching Award, Lehigh University – 2015
2. Finalist, Sherwin Williams Distinguished Teaching Competition, Society for Marketing Advances – 2000
3. Commendation letters for superior teaching from the Dean, College of Business Administration, University of Illinois at Chicago – Most semesters [for undergraduate, MBA, & Ph.D. courses] – 1992-2001

### **Service**

1. Two articles published in 2001 (processed and accepted by me as Special Issue Editor) were among the Top Ten Most Downloaded articles in the 30-year history of *International Marketing Review* – 2013
2. Keystone Award, Lehigh University's Office of Multicultural Affairs (presented to a faculty or staff member committed to improving the Lehigh experience for students of color) – 2008
3. Top Ten Reviewer Award, *International Marketing Review* – 2005-2007
4. Outstanding Reviewer Award, *Journal of the Academy of Marketing Science* – 1997-2000
5. Academic Leadership Fellow (one of five from the University of Illinois at Chicago), Committee of Institutional Cooperation (CIC) – 1999-2000
6. Outstanding Reviewer Award, *Journal of Marketing Theory & Practice* – 1999

**Other**

1. Martin J. Whitman Distinguished Ph.D. Alumni Award, Whitman School of Management, Syracuse University – 2007
2. Highest GPA, post-graduate program, Institute of Rural Management, Anand, India – 1982
3. Graduated with Honors, undergraduate program in engineering, Madras University, India – 1980
4. National Merit Scholarship, India [awarded to less than 0.5% of the high school graduates] – 1974 to 1980
5. First Rank, pre-university examination, Madras University, India [among approximately 30,000 candidates] – 1975
6. Sixth Rank in the statewide high school final examination, India [among approximately 300,000 candidates] – 1974

**KEYNOTE ADDRESSES**

1. Sivakumar, K. (December 2020), “Enhancing the Impact of Services and Service Research: The Evolving Need for a ‘Big Tent’ Approach,” Keynote address at CONVERGENCE 2020 – Winning through Service Excellence: Theory & Practice, Jagdish Sheth School of Management (Formerly IFIM Business School) - AIM Parasuraman Center for Service Excellence, Bengaluru, India.
2. Sivakumar, K. (January 2020), “Conducting Impactful Research: Opportunities, Challenges, and Strategies,” Conference Keynote address at the Research Support Conclave, Teaching Learning Centre, Coimbatore Institute of Technology, India.
3. Sivakumar, K. (March 2017), “The Power and Responsibility of Management Higher Education,” Address as Chief Guest during the convocation ceremony at Chandragupt Institute of Management Patna, India.
4. Sivakumar, K. (March 2017), “Research for Positive Impact: Opportunities, Challenges, and Strategies,” Keynote speech inaugurating the International Conference on Business Research and Policy at Chandragupt Institute of Management Patna, India.
5. Sivakumar, K. (December 2013), “Enhancing the Impact of Innovations: Broadening the Locus of Generation and Consumption,” Keynote address at the International Conference on Sustainable Innovation and Successful Product Development for a Turbulent Global Market, Product Development and Management Association (India), Chennai.
6. Sivakumar, K. (July 2010), “Moving from Idea to Implementation in Innovation: Using Effective Marketing for Success,” Keynote speech to executives in Wuhan, 5<sup>th</sup> International Conference on Product Innovation Management, Wuhan, China.
7. Sivakumar, K. (July 2010), “Perspectives on Rigor and Relevance in Global Innovation Research,” Keynote speech at the 5<sup>th</sup> International Conference on Product Innovation Management, Wuhan, China.
8. Sivakumar, K. (August 2009), “Effective Innovations in/for a Changing World,” Keynote speech at the 4<sup>th</sup> International Conference on Product Innovation Management, Wuhan, China.
9. Sivakumar, K. (October 2008), “Some Perspectives on Enhancing the Impact of Innovation and Innovation Research,” Keynote speech at the 3<sup>rd</sup> International Conference on Product Innovation Management, Wuhan, China.

## **RESEARCH FOCUS**

### ***Substantive Research Areas***

Globalization (Market Entry Strategies, National Culture, Research Methods)  
Innovation (New Products, Product Development, Technology Management, Internet Marketing, Intellectual Property)  
Pricing (Price/Quality Tier Competition, Brand Choice, Price Promotions)  
Services (Service Quality, Service Failure, Service Delight, Service Recovery)  
Supply Chains (Logistics, Business-to-Business Relationships)

### ***Methodologies Used in Research***

Integrative literature review, secondary data analysis, experimental design, survey research, meta-analysis, mathematical modeling, numerical simulations, econometrics, and discrete choice modeling (logit, nested logit, mother logit)

## **TEACHING FOCUS**

### ***Courses Taught and Interested in Teaching***

Principles of Marketing, Marketing Foundations, Marketing Research, Pricing, Global Marketing, Marketing Models, Future of Marketing, and Doctoral seminar on “The Process of Becoming an Academician”

### ***Profile of Students Taught***

Undergraduates, Masters in Management, MBAs (full time and part-time), PhDs

## **LEADERSHIP ROLES IN PROFESSIONAL ORGANIZATIONS**

Member, Academic Committee, Product Development & Management Association, 2005-2015  
Vice President (Academic Affairs), Product Development & Management Association, 01/2008-12/2009  
Chair, Annual Research Competition, Product Development & Management Association, 2006.  
Vice-Chair, Marketing Strategy Special Interest Group, *American Marketing Association*, 2003-2004

## **LEADERSHIP ROLES IN CONFERENCE ORGANIZATION**

Co-Chair, Retailing and Pricing Track, Academy of Marketing Science Annual Conference, 2019  
Co-Chair, Second Biennial Seth Emerging Scholars Consortium, Academy of Marketing Science, 2013  
Chair, Product Development & Management Association Annual Research Forum, 2005  
Co-Chair, Global Marketing Track, American Marketing Association Winter Conference, 2005  
Chair, Marketing Research Track, Academy of Marketing Science Annual Conference, 2003  
Chair, Pricing Track, Academy of Marketing Science Annual Conference, 2002  
Chair, Marketing Research Track, American Marketing Association Winter Conference, 2001  
Chair, Marketing Research & Modeling Track, Academy of Marketing Science Annual Conference, 1998

## **CONFERENCE SPECIAL SESSION ORGANIZATION**

1. Organizer, Chair, and Moderator of the special session on “Future of Service Research: Opportunities, Challenges, and Strategies” at the American Marketing Association Summer Educators’ Conference, August 2018.

2. Organizer, Chair, and Moderator of the special session on “Innovation Outsourcing in the Global Context” at the Academy of Indian Marketing International Conference on “Innovation in Marketing for Emerging Markets: Global Challenges and Opportunities,” July 2012.
3. Organizer, Chair, and Moderator of the special session on “Marketing Professoriate of the Future: Landscape and Strategies” at the Academy of Marketing Science Annual Conference, May 2012.
4. Organizer, Chair, and Moderator of the special session on “Future of the Marketing Academia: Opportunities, Challenges, and Strategies” at the Academy of Marketing Science Annual Conference, May 2011.
5. Organizer, Chair, and Moderator of the special session on “Exploring the Marketing-Innovation Link in the Global Context” at the Academy of Indian Marketing International Conference on “Emerging Markets in the New World Order: The Paradigm Shift,” December 2010.
6. Organizer, Chair, and Moderator of the special session on “(Re)Designing Marketing Curriculum and Education for the Changing World” at the American Marketing Association Winter Educators’ Conference, February 2010.
7. Organizer, Chair, and Moderator of the special session on “Marketing Education for the Future: Opportunities, Challenges, and Strategies” at the Academy of Marketing Science Annual Conference, May 2009.
8. Organizer, Chair, and Moderator of the special session on “Role of Academic Affairs in the PDMA: Leveraging the History & Strength of Academic Affairs to Enhance the Impact of PDMA” at the Product Development and Management Association Research Forum, September 2008.
9. Organizer, Chair, and Moderator of the special plenary session on “Balancing Academic Rigor and Managerial Relevance in Innovation Research” at the Product Development and Management Association Research Forum, September 2007.
10. Co-organizer and co-chair of a two-part special session on “Expanding our Methodological Universe: Illuminations and Illustrations from Global Marketing Research” at the American Marketing Association Winter Educators’ Conference, February 2005.
11. Organizer and chair of a special session on “Effective Strategies for Early Faculty Career Management” at the American Marketing Association Winter Educators’ Conference, February 2004.
12. Organizer and chair of a special session on “The Future of Marketing Academia: Opportunities and Challenges” at the Academy of Marketing Science Annual Conference, May 2003.
13. Organizer and chair of a special session on “Strategies for Early Faculty Career Management” at the American Marketing Association Winter Educators’ Conference, February 2003.
14. Organized and co-chaired two special sessions on “Balancing Methodological Rigor and Managerial Relevance in Scholarly Research in Marketing: A Dilemma or an Opportunity?” at the Academy of Marketing Science Conference – 1998.

### **SERVICE CONTRIBUTIONS**

#### **Presentations (External)**

1. Sivakumar, K. (January 2020), “Conducting Impactful Research: Opportunities, Challenges, and Strategies,” Indian Institute of Management Indore, India.

2. Sivakumar, K. (January 2020), "Strategies for Successful Research and Publishing," Pre-Conference Workshop: Research and Paper Development, MARKCON – International Marketing Conference, Indus Business Academy, India.
3. Sivakumar, K. (January 2018), "Strategies for Successful Research and Publishing," International Conference on Agribusiness in Emerging Economies, TERI School of Advanced Studies, New Delhi, India.
4. Sivakumar, K. (October 2016), "Reflections on Research and Publishing," Product Development and Management Association Research Forum – 'Meet the Editors' session.
5. Sivakumar, K. (January 2016), "Strategies for Successful Research and Publishing," Lead presentation on research mentoring, International Conference on Agribusiness in Emerging Economies, Institute of Rural Management Anand, India.
6. Sivakumar, K. (January 2016), "Effective Strategies for Conducting Research with Impact," Indian Institute of Management Indore, India.
7. Sivakumar, K. (August 2014), "Strategies for the Marketing Professoriate in the Global Context," Third Sheth Emerging Scholars Consortium, Academy of Marketing Science, Lima.
8. Sivakumar, K. (August 2014), "Perspectives on Reviewing and Publishing," World Marketing Congress, Academy of Marketing Science, Lima.
9. Sivakumar, K. (December 2013), "Developing a Research Agenda During the Doctoral Program and Beyond," 2nd National Symposium on Rural Management, Institute of Rural Management, Anand, India.
10. Sivakumar, K. (July 2013), "Career Management Issues for Emerging Scholars," Second Sheth Emerging Scholars Consortium, Academy of Marketing Science, Melbourne.
11. Sivakumar, K. (May 2012), "Marketing Faculty Career Management Issues of the Future," Academy of Marketing Science Annual Conference, New Orleans.
12. Sivakumar, K. (May 26, 2011), "Future of the Marketing Academia: Faculty Career Management Issues," Academy of Marketing Science Annual Conference, Miami.
13. Sivakumar, K. (December 28, 2010), "Perspectives and Reflections of a Practitioner-Turned-Academic: Career Path, Research Interests, and Institutional Contributions," Presentation to students at the International Institute of Health Management Research, New Delhi, India.
14. Sivakumar, K. (December 28, 2010), "Revising, Balancing, and Assimilating: Faculty Career Management Strategies for Personal Growth and Institutional Advancement," Presentation to the faculty members at the International Institute of Health Management Research, New Delhi, India.
15. Sivakumar, K. (December 20, 2010), "Laying a Strong Foundation for an Academic Career: Research Strategies during Doctoral Program and Beyond," Presentation to the doctoral program participants, Institute of Rural Management, Anand, India.
16. Sivakumar, K. (December 20, 2010), "Perspectives and Reflections of a First Batch Graduate: Career Path, Research Interests, and Institutional Contributions," Address to the master's program participants, Institute of Rural Management, Anand, India.



17. Sivakumar, K. (June 10, 2010), "Integrating, Positioning, Revising, and Balancing: Research & Career Management Strategies During the Doctoral Program and Early Career," Aston University, Birmingham, United Kingdom.
18. Sivakumar, K. (April 9, 2010), "Global Education Scenarios of the Future: Opportunities, Challenges, and Strategies," 2010 Phi Beta Delta Annual Conference, Philadelphia.
19. Sivakumar, K. (February 20, 2010), "Future of the Undergraduate Marketing Education: Opportunities, Challenges, and Strategies," American Marketing Association Winter Educators' Conference, New Orleans.
20. Sivakumar, K. (April 6, 2007), "Integrating, Positioning, and Revising: Career Management Strategies during the Doctoral Program (and Beyond)," Whitman School of Management, Syracuse University.
21. Sivakumar, K. (February 16, 2006), "Revising, Balancing, & Assimilating: Effective Strategies for Early Career Management," University of Illinois at Chicago.
22. Sivakumar, K. (August 14, 2003), "Positioning, Preparing, Revising, and Persevering: Strategies for Research Career Focusing on Explanatory Research Methods," The Ph.D. Project Marketing Doctoral Students Association Conference, Chicago.
23. Sivakumar, K. (August 2, 2002), "Preparing, Revising, and Documenting: Strategies for Implementing Quantitative Research," The Ph.D. Project Marketing Doctoral Students Association Conference, San Diego, CA.
24. Sivakumar, K. (March 8, 2002), "Integrating, Positioning, and Revising: Career Management Strategies during the Doctoral Program (and Beyond)," Syracuse University.
25. Sivakumar, K. (August 1999), "Strategies for Entering Ph.D. Students," The Ph.D. Project Marketing Doctoral Students Association Conference, San Francisco.

### **Presentations (Internal)**

1. Sivakumar, K. "Revising, Balancing, & Assimilating: Strategies for Effective Early Career Management," College of Business, Lehigh University (September 2012, October 2011, December 2009, October 2008, March 2006).
2. Sivakumar, K. (January 15, 2009), "Developing, Positioning, and Marketing: Strategies for Academic Career Preparation," Office of Graduate Student Life and Career Services, Lehigh University.
3. Sivakumar, K. (December 14, 2006), Panel member for a session on "Getting Tenure at Lehigh," Lehigh University Faculty Mentoring Committee (was the lead presenter on research and scholarship).
4. Sivakumar, K. (November 16, 2004), "Developing, Positioning, and Marketing: Strategies for Academic Career Preparation," in the session *Getting a Job in Academe* organized by the Director of Graduate Student Life, Lehigh University.
5. Sivakumar, K. (August 18, 2003), "A Home Away from Home: Using the Lehigh Educational Experience as an Opportunity," Office of International Students & Scholars, Lehigh University.
6. Sivakumar, K. (October 15, 2002), "Developing, Positioning, and Marketing: Strategies for Academic Career Preparation," in the session *Getting a Job in Academe: The Inside Scoop* organized by Director of Graduate Student Life, Lehigh University.

7. Sivakumar, K. (September 19, 2002), "Revising, Balancing, & Assimilating: Strategies for Early Career Management," Faculty Development Program, Lehigh University.
8. Sivakumar, K. (March 27, 2002), "Developing, Positioning, and Marketing: Strategies for Academic Career Preparation," in the session *Getting a Job in Academe* organized by Director of Graduate Student Life, Lehigh University.
9. Sivakumar, K. (March 12, 2002), "Revising, Balancing, & Assimilating: Strategies for Early Career Management," Faculty Development Program, Lehigh University.
10. Sivakumar, K. (January 21, 2002), "A Home Away from Home: Using the Lehigh Experience as an Opportunity," Office of International Students & Scholars, Lehigh University.

***Service to the University (Lehigh University)***

Secretary of the Faculty, 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21  
Ex Officio member of the Lehigh Faculty Senate, 2018-19, 2019-20, 2020-21  
Ex Officio member of the Lehigh Faculty Senate Executive Committee, 2018-19, 2018-19, 2019-20  
Member, Faculty Steering Committee, 2015-18  
Member, Committee on Nominations, 2013-18  
    Chairperson, 2014-15  
Co-Chairperson, Council for Equity and Community, 2012-14  
Co-Chairperson, Working Group on Industry-Sponsored Research, 2009-10  
Co-Chairperson, University Faculty Mentoring Committee, 2009-14  
Chairperson, University Faculty Mentoring Committee, 2007-2009  
Member, Martin Luther King, Jr. Day Planning Committee, 2007 and 2008  
    Member, Website Subcommittee 2007  
Member, Graduate and Research Committee (GRC), 2002-05  
    Member, GRC Subcommittee on "Research Policy," 2003-05  
    Member, GRC Subcommittee on "Center and Institute Policy Review," 2002-03  
    Member, GRC Subcommittee on "Graduate Student Life," 2002-03  
    Chairperson, GRC Subcommittee on "Research Policy," 2004-05  
Member, Ad hoc Committee on Global Affairs, 2013-14  
Member, Collaborative Research (CORE) proposal review Panel (Office of VP for Research), 2012  
Member, Internal Review Committee (Office of VP for Research), 2011-14  
Member, Faculty and Staff of Color Network Steering Committee, 2011-14  
Member, Faculty Innovation Grant Review Panel, 2011, 2012  
Member, Search Committee for the Vice Provost for Academic Diversity, 2010-11  
Member, Lehigh University Benefit Survey Team, 2009  
Member, Committee to develop an international portfolio for Lehigh University, 2009  
Member, President's Strategic Thinking Working Group on "Increasing Research and Graduate Programs," 2008  
Member, Advisory Committee for LU/UN Partnership, 2007-2017  
Member, Advisory Council, "Globalization and Social Change" Initiative, 2007-2009  
Member, Search Committee for the Vice President of University Communications, 2007-2008  
Member, Faculty Compensation Committee, 2007-2013  
Mentor, Lehigh University student mentoring program, 2006-2008  
Member, Search Committee for the Vice Provost for Research, 2006-2007  
Member (College Representative), Search Committee for the Dean, College of Arts and Sciences, 2003-04  
Member (College Representative), Search Committee for the Director of Faculty Development, 2003  
Mentor, Lehigh Asian Mentorship Program, 2003  
Member, Faculty Search Committee, Industrial and Systems Engineering, 2002-03

***Service to the College of Business (Lehigh University)***

College of Business Faculty Secretary, 2016-17, 2017-18, 2018-2019, 2019-20, 2020-21  
Member, College of Business Dean Review Committee, 2018  
Acting Faculty Secretary College of Business, January-June 2016  
Member, Quinquennial Review Committee for the Department of Economics, 2016  
Member, Faculty Oversight Committee for the Masters in Management program, 2014-17  
Member, College of Business Task Force on Student Engagement, 2015-2016  
Chairperson, College of Business Faculty Development and Mentoring Committee, 2006-2013  
Member, College of Business Research Committee, 2004-13  
Chairperson, 2004-2006  
Member, mCAAR (Math Committee to Assess Assessment Results), 2009-2013  
Member, Promotion and Tenure Committee, 2003-09 and Fall 2017  
Member, Doctoral Committee, 2002-07  
Member, College Standards Committee, 2002 (the Committee developed college-wide standards for promotion and tenure)  
Member, Selection Committee, Tauck Scholar Program, 2001-2007  
Member, Search Committee for the faculty position in supply chain management, 2002-03

***Service to the Department (Lehigh University)***

Chairperson, Department of Marketing, 07/2018 onwards  
Development of the marketing group resulting in the creation of the new Department of Marketing, 2001-2005  
Chairperson, Department of Marketing, 07/2005 to 06/2012 (Department created effective 07/2005)  
Chairperson, Search Committee for marketing positions, 2001-2011, 2018, 2019

***Service to the Department (University of Illinois at Chicago)***

Coordinator, Ph.D. Program in Marketing, 1996 to 2000  
Elected Member, Advisory Committee, 1995 to 2000  
Member, Search Committee for faculty positions, 1996 and 1999  
Member, Time Table Committee, 1998-2000  
Member, Teaching Quality Committee, 1995 to 1996  
Member, Committee to develop a two-year master timetable, 1995  
Member, Committee to develop the mission statement for the Ph.D. Program, 1995

***Service to the College (University of Illinois at Chicago)***

Member, Computer Policy Committee, 1998  
Member, Search Committee for Computer Center Director, 1996  
Member, Multi-Media Task Force, 1995 to 1996  
Member, Task Force on Externally Funded Research, 1995  
Member, CBA Advisory Committee for Library Business Collections, 1994 to 1997  
Member, Ph.D. Research Methods Curriculum Committee, 1994

***Service to the University (University of Illinois at Chicago)***

Mentor, University of Illinois at Chicago Faculty Mentoring Program, 1999 to 2001  
Member, Program Review Committee for the College of Business Administration, 1998  
Elected member of the University Senate, 1998 to 1999, 2000 to 2001  
Coordinated student research projects for Campus Union, College of Medicine, and Placement Center

***Other Service Activities***

Lead Presentation on research and publication as well as one-on-one mentorship of early-career faculty and doctoral students, International Conference on Agribusiness in Emerging Economies, 2016  
Research Mentor, participated in “Speed Consulting” with several marketing professors in India to help them with their research, Academy of Indian Marketing International Conference, 2010  
Member, International Advisory Committee, Product Development & Management Association India International Conference, 2006 and 2007  
Ph.D. Career Mentor, Center for Career Services, Syracuse University, 2007  
Chairperson, Visiting Committee, Marketing Department at Montclair State University, 2006

### **PARTICIPATION IN DOCTORAL EDUCATION (UNIVERSITY OF ILLINOIS AT CHICAGO)**

Dissertation co-chair for Donnavieve Smith, University of Illinois at Chicago (completed: 07/2002)

*Dissertation:* “Would I Steer You Wrong? The Influence of Interpersonal Communication within Online Environments”

Dissertation co-chair for Zhen Zhu, University of Illinois at Chicago (completed: 07/2002)

*Dissertation:* “Fix it or Leave it: Antecedents and Consequences of Perceived Control in Technology-Based Self-Service Failure Encounters”

[Finalist, eBRC dissertation proposal competition, Pennsylvania State University]

Dissertation co-chair for Ikechi Ekeledo, University of Illinois at Chicago (completed: 07/2000)

*Dissertation:* “Choice of Foreign Market Entry Mode: A Resource-Based Approach”

Dissertation chair for Cheryl Nakata, University of Illinois at Chicago (completed: 07/1997)

*Dissertation:* “Effects of National Culture on Organizational Responses to the Marketing Concept”  
[Funded by Marketing Science Institute]

- Marketing Ph.D. Program Coordinator, 1996 to 2000
- Member of the Committee to develop the mission statement for the Marketing Ph.D. program
- Member of the “Research Methods Curriculum Committee” for Ph.D. students in the College
- Mentored and co-authored papers with doctoral students (*JM, JAMS, JBR, MSI* working paper, conference papers)
- Taught a doctoral seminar on “The Process of Becoming an Effective Academician”
- Member of other doctoral dissertation committees

### **GRANTS FOR RESEARCH AND TEACHING**

#### ***External Research Grants***

1. Research grant from Institute for the Study of Business Markets, Pennsylvania State University (with Subroto Roy) – 1999.
2. Research grant from Marketing Science Institute – 1997.
3. Research grant from Marketing Science Institute – 1996.
4. Research grant from Marketing Science Institute (with Cheryl Nakata) – 1996.

#### ***Internal Research Grants***

1. Research grant from Center for Research in Human Resource Management, University of Illinois (with Cheryl Nakata) – 1999.
2. Grant from College of Business Administration, University of Illinois at Chicago – 1998.
3. Research grant from Center for Research in Information Management, College of Business Administration, University of Illinois at Chicago – 1996.
4. Academic research grants from Venture 2000, College of Business Administration, University of Illinois at Chicago – 1993, 1994, 1995, 1996, 1997.
5. Research grants from Campus Research Board, University of Illinois at Chicago – 1993, 1994, 1996.

#### ***Internal Teaching Grants***

1. Professional Development Grant, College of Business Administration, University of Illinois at Chicago – 1996.
2. Instructional innovation grant from Venture 2000, College of Business Administration, University of Illinois at Chicago – 1995.

### **RESEARCH AND PUBLICATIONS**

#### ***Substantive Domain Codes***

**G** = ***Globalization***

**I** = ***Innovation / Technology Management***

**L** = ***Logistics / Operations / Supply Chain Management / Business-to-Business Relationships***

**P** = ***Pricing***

**S** = ***Services***

**O** = ***Other Topics***

#### **A. JOURNAL ARTICLES**

1. **I, L** Arora, Anshu, K. Sivakumar, and Paul A. Pavlou (2021), “Social Capacitance: Leveraging Absorptive Capacity in the Age of Social Media,” *Journal of Business Research*, 124 (January), 342-356
2. **G** Feng, Cong, Pankaj Patel, and K. Sivakumar (2020), “Chief Global Officers, Geographical Sales Dispersion, and Firm Performance,” *Journal of Business Research*, 121 (December), 58-72.
3. **L** Arora, Amit, Anshu Arora, K. Sivakumar, and Gerard Burke (2020), “Strategic Sustainable Purchasing, Environmental Collaboration, and Organizational Sustainability Performance: The Moderating Role of Supply Base Size,” *Supply Chain Management: An International Journal*, 25 (6), 709-728.
4. **I, L, P, S** Raj, S.P., Byong-Duk Rhee, and K. Sivakumar (2020), “Manufacturer Adoption of a Unilateral Pricing Policy in a Multi-Channel Setting to Combat Customer Showrooming,” *Journal of Business Research*, 110 (March), 104-118.
5. **G, I, L** Sivakumar, K. and Subroto Roy (2019), “Global New Product Development: Moderating Role of National Culture on the Link Between Buyer–Seller Interactions and Innovation Outcomes,” *AMS Review*, 9 (3-4, December), 205-229.
6. **I** Sivakumar, K. and Cong Feng (2019), “Patterns of Product Improvements and Customer Response,” *Journal of Business Research*, 104 (November), 27-43.

7. **G, I** Dong, Beibei, Mei Li, and K. Sivakumar (2019), "Online Review Characteristics and Trust: A Cross-Country Examination," *Decision Sciences*, 50 (2, June), 537-566.
8. **I, P, S** Ali Vakeel, Khadija, K. Sivakumar, K. R. Jayasimha, and Shubhamoy Dey (2018), "Service Failures After Online Flash Sales: Role of Deal Proneness, Attribution, and Emotion," *Journal of Service Management*, 29 (2), 253-276.
9. **S** Dong, Beibei and K. Sivakumar (2017), "Customer Participation in Services: Domain, Scope, and Boundaries," *Journal of the Academy of Marketing Science*, 45 (6, November), 944-965. [Finalist for the Best Services Article of 2017, American Marketing Association's Services Special Interest Group]
10. **G, I, L** Sivakumar, K. and Subroto Roy (2017), "Control Systems in Outsourcing New Product Development: Role of Globalization and Digitizability," *European Journal of Innovation Management*, 20 (2), 312-328.
11. **G, I, L, S** Feng, Cong and K. Sivakumar (2016), "The Role of Collaboration in Service Innovation across Manufacturing and Service Sectors," *Service Science*, 8 (3/September), 263-281. [Runner up to the Best Article Award]
12. **S** Dong, Beibei, K. Sivakumar, Kenneth Evans, and Shaoming Zou (2016), "Recovering Coproduced Service Failures: Antecedents, Consequences, and Moderators of Locus of Recovery," *Journal of Service Research*, 19 (3/August), 291-306.
13. **O** Sivakumar, K. (2016), "A Unified Conceptualization of the Attraction Effect," *AMS Review*, 6 (1-2/June), 39-58. [An earlier version was Runner-up to the Best Competitive Paper Award, Research Forum, Product Development and Management Association – 2015]
14. **I, L** Arora, Amit, Anshu Saxena Arora, and K. Sivakumar (2016), "Relationships Among Supply Chain Strategies, Organizational Performance, and Technological and Market Turbulences," *The International Journal of Logistics Management*, 27(1), 206-232. [Highly Commended Paper Award]
15. **I, P** Feng, Cong, Scott Fay, and K. Sivakumar (2016), "Overbidding in Electronic Auctions: Factors Influencing the Propensity to Overbid and the Magnitude of Overbidding," *Journal of the Academy of Marketing Science*, 44 (2), 241-260.
16. **S** Dong, Beibei and K. Sivakumar (2015), "A Process-Output Classification for Customer Participation in Services," *Journal of Service Management*, 26(5), 726-750.
17. **L, S** Dong, Beibei, K. Sivakumar, Kenneth Evans, and Shaoming Zou (2015), "Effect of Customer Participation on Service Outcomes: The Moderating Role of Participation Readiness," *Journal of Service Research*, 18 (May), 160-176.
18. **G, L, S** Roy, Subroto and K. Sivakumar (2014), "Which Controls are Better for Service Outsourcing? Integrating Service-dominant Logic and Service Characteristics," *AMS Review*, 4 (December), 45-62. [Lead article]
19. **G, P** Sivakumar, K. (2014), "National Culture and Inter-Tier Price Competition," *Journal of Product and Brand Management*, 23 (2), 131-138.
20. **L, S** Sivakumar K., Mei Li, and Beibei Dong (2014), "Service Quality: The Impact of Frequency, Timing, Proximity, and Sequence of Failures and Delights," *Journal of Marketing*, 78 (1), 41-58. [Best Services Article of 2014 Award, American Marketing Association's Services Special Interest Group]
21. **P** Sivakumar, K. (2013), "Optimal Pricing in Tiered Markets," *Journal of Product and Brand Management*, 22 (3), 249-259.

22. **I, L, S** Zhu, Zhen, Cheryl Nakata, K. Sivakumar, and Dhruv Grewal (2013), "Fix It or Leave It? Customer Recovery from Self-Service Technology Failures," *Journal of Retailing*, 89 (1), 15-29. [Certificate for Highly Cited Research]
23. **G, I, L, S** Roy, Subroto and K. Sivakumar (2012), "Global Outsourcing Relationships and Innovation: A Conceptual Framework and Research Propositions," *Journal of Product Innovation Management*, 29 (July), 513-530. [Lead Article]
24. **G, L** Malhotra, Shavin, K. Sivakumar, and PengCheng Zhu (2011), "Curvilinear Relationship Between Cultural Distance and Equity Participation: An Empirical Analysis of Cross-Border Acquisitions," *Journal of International Management*, 17 (4), 316-332.
25. **I** Karande, Kiran, Altaf Merchant, and K. Sivakumar (2011), "Relationships Among Time Orientation, Consumer Innovativeness, and Innovative Behavior: The Moderating Role of Product Characteristics," *AMS Review*, 1 (2), 99-116.
26. **G, I, L** Sivakumar, K., Subroto Roy, JianJun Zhu, and Sangphet Hanvanich (2011), "Global Innovation Generation and Financial Performance in Business-to-Business Relationships: The Case of Cross-Border Alliances in the Pharmaceutical Industry," *Journal of the Academy of Marketing Science*, 39 (October), 757-776. [An earlier version won the Best Paper Award in the Marketing Strategy Track, American Marketing Association Summer Educators' Conference]
27. **G, L** Malhotra, Shavin and K. Sivakumar (2011), "Simultaneous Determination of Optimal Cultural Distance and Market Potential in International Market Entry," *International Marketing Review*, 28 (6), 601-626.
28. **G, L** Malhotra, Shavin, K. Sivakumar, and PengCheng Zhu (2011), "A Comparative Analysis of the Role of National Culture on Foreign Market Acquisitions by US Firms and by Firms from Emerging Countries," *Journal of Business Research*, 64 (July), 714-722. [An earlier version won the Best Paper Award in the Global Marketing Track, American Marketing Association Winter Educators' Conference]
29. **P** Sivakumar, K. (2011), "Examining Loss Aversion for Quality versus Loss Aversion for Price," *Journal of Marketing Theory & Practice*, 19 (Summer), 319-326.
30. **G, I, L, S** Roy, Subroto and K. Sivakumar (2011), "Managing Intellectual Property in Global Outsourcing for Innovation Generation," *Journal of Product Innovation Management*, 28 (1), 48-62.
31. **G, I, L** Roy, Subroto and K. Sivakumar (2010), "Innovation Generation in Upstream and Downstream Business Relationships," *Journal of Business Research*, 63 (December), 1356-1363.
32. **G** Malhotra, Shavin, K. Sivakumar, and PengCheng Zhu (2009), "Distance Factors and Target Market Selection: The Moderating Effect of Market Potential," *International Marketing Review*, 26(6), 651-673.
33. **P** Sivakumar, K., Cheryl Nakata, Praveen Aggarwal, Ravindra Chitturi, and Nevena Koukova (2009), "Role of Non-Price Variables in Inter-Tier Competition," *Journal of Marketing Theory & Practice*, 17 (4), 351-367. [An earlier version won the Best Conference Paper Award from the Academy of Marketing Science]
34. **P** Sivakumar, K. (2007), "Asymmetric Quality-Tier Competition: An Alternative Explanation," *Journal of Product and Brand Management*, 16 (6), 415-425. [Research funded by Marketing Science Institute]

35. **I, L, S** Zhu, Zhen, Cheryl Nakata, K. Sivakumar, and Dhruv Grewal (2007), "Self-Service Technology Effectiveness: The Role of Design Features and Individual Traits," *Journal of the Academy of Marketing Science*, 35 (4), 492-506.
36. **G, I, L** Roy, Subroto and K. Sivakumar (2007), "The Role of Information Technology Adoption in the Globalization of Business Buying Behavior: A Conceptual Model and Research Propositions," *Journal of Business & Industrial Marketing*, 22 (4), 220-227.
37. **I** Hanvanich, Sangphet, K. Sivakumar, and G. Tomas M. Hult (2006), "The Relationship of Learning and Memory with Organizational Performance: The Moderating Role of Turbulence," *Journal of the Academy of Marketing Science*, 34 (4), 600-612.
38. **I** Smith, Donnavieve, Satya Menon, and K. Sivakumar (2005), "Online Peer and Editorial Recommendations, Trust, and Choice in Virtual Markets," *Journal of Interactive Marketing*, 19 (3), 15-37.
39. **G, I, L** Luo, Xueming, K. Sivakumar, and Sandra Liu (2005), "Globalization, Marketing Resources, and Performance: Evidence from China," *Journal of the Academy of Marketing Science*, 33 (1), 50-65.
40. **P** Andreas Herrmann, Frank Huber, K. Sivakumar, and Martin Wricke (2004), "An Empirical Analysis of the Determinants of Price Tolerance," *Psychology & Marketing*, 21 (July), 533-551.
41. **P** Sivakumar, K. (2004), "Manifestations and Measurement of Asymmetric Brand Competition," *Journal of Business Research*, 57 (August), 813-820.
42. **G, S** Ekeledo, Ikechi and K. Sivakumar (2004), "International Market Entry Mode Choice of Manufacturing Firms and Service Firms: A Resource-Based Perspective," *International Marketing Review*, 21(1), 68-101. [Among the top 10 most downloaded articles in the 30-year history of the journal as of June 2013]
43. **I, L** Sivakumar, K. and Subroto Roy (2004), "Knowledge Redundancy in Supply Chains: A Framework," *Supply Chain Management: An International Journal*, 9 (3), 141-149.
44. **I** Smith, Donnavieve and K. Sivakumar (2004), "Flow and Internet Shopping Behavior: A Conceptual Model and Research Propositions," *Journal of Business Research*, 57 (October), 1199-1208.
45. **I** Malewicki, Debra and K. Sivakumar (2004), "Patents and Product Development Strategies: A Model of Antecedents and Consequences of Patent Value," *European Journal of Innovation Management*, 7 (1), 5-22. [Lead article] [Winner, Literati Club Award for Highly Commended Paper]
46. **I, L** Roy, Subroto, K. Sivakumar, and Ian Wilkinson (2004), "Innovation Generation in Supply Chain Relationships: A Conceptual Model and Research Propositions," *Journal of the Academy of Marketing Science*, 32 (1), 61-79. [Research funded by the Institute for the Study of Business Markets (ISBM), Pennsylvania State University]
47. **G, I, S** Ekeledo, Ikechi and K. Sivakumar (2004), "The Impact of Electronic Commerce on the Entry-Mode Strategies of Service Firms: A Conceptual Framework and Research Propositions," *Journal of International Marketing*, 12 (4), 46-70.
48. **L, S** Zhu, Zhen, K. Sivakumar, and A. Parasuraman (2004), "A Mathematical Model of Service Failure and Recovery Strategies," *Decision Sciences*, 35 (3), 493-525.
49. **P** Sivakumar, K. (2003), "Price-Tier Competition: Distinguishing between Inter-tier Competition and Intra-tier Competition," *Journal of Business Research*, 56 (December) 947-959.



50. **G, I** Sivakumar, K. and Cheryl Nakata (2003), "Designing Global New Product Teams: Optimizing the Effects of National Culture on New Product Development," *International Marketing Review*, 20 (4), 397-445. [Research funded by the Center for Human Resource Management, University of Illinois] [Abstracted in *Journal of Product Innovation Management* 21 (May 2004), 215]
51. **G** Sivakumar, K. (2002), "Simultaneous Determination of Entry Timing and Involvement Level: An Optimization Model for International Marketing," *International Marketing Review*, 19 (1), 21-38.
52. **O** Malaviya, Prashant and K. Sivakumar (2002), "The Influence of Choice Justification and Stimulus Meaningfulness on the Attraction Effect," *Journal of Marketing Theory & Practice*, 10 (4), 20-29.
53. **P** Sivakumar, K. (2001) "Measuring Consumer Response Behavior to Price Using Logit Models: Implications of Ignoring Category Purchase Aspect," *Journal of Marketing Theory & Practice*, 9 (2), 1-10. [Lead article]
54. **G** Sivakumar, K. and Cheryl Nakata (2001), "The Stampede Toward Hofstede's Framework: Avoiding the Sample Design Pit in Cross-Cultural Research," *Journal of International Business Studies*, 32 (3), 555-574. [An earlier version won the Best Paper Award, Market Intelligence and Marketing Research Track, American Marketing Association Summer Educators' Conference]
55. **G** Nakata, Cheryl, and K. Sivakumar (2001), "Instituting the Marketing Concept in a Multinational Setting: The Role of National Culture," *Journal of the Academy of Marketing Science*, 29 (Summer), 255-275. [Research funded by Marketing Science Institute]
56. **P** Sivakumar, K. (2000), "Understanding Price-Tier Competition: Methodological Issues and their Managerial Significance," *Pricing Strategy and Practice: An International Journal* (Featured in *Journal of Product & Brand Management*), 9 (5), 276-290. [Research funded by Marketing Science Institute]
57. **P** Sivakumar, K. (2000), "Price-Tier Competition: An Integrative Review," *Pricing Strategy and Practice: An International Journal* (Featured in *Journal of Product & Brand Management*), 9 (5), 291-303. [Research funded by Marketing Science Institute]
58. **I** Meyers, Patricia, K. Sivakumar, and Cheryl Nakata (1999), "Implementation of Industrial Process Innovations: Factors, Effects, and Marketing Implications," *Journal of Product Innovation Management*, 16 (May), 295-311. [An earlier version won the Best Conference Paper Award from the American Marketing Association. Research partially funded by the Center for Research in Information Management, University of Illinois at Chicago]
59. **G, S** Ekeledo, Ikechi and K. Sivakumar (1998), "Foreign Market Entry Mode Choice of Service Firms: A Contingency Perspective," *Journal of the Academy of Marketing Science*, 26 (Fall), 274-292. [Winner, Citation of Excellence for Highest Quality Rating, ANBAR Electronic Intelligence]
60. **O** Malaviya, Prashant and K. Sivakumar (1998), "The Moderating Effect of Product Category Knowledge and Attribute Importance on the Attraction Effect," *Marketing Letters*, 9 (January), 93-106.
61. **P** Sivakumar, K. and S. P. Raj (1997), "Quality Tier Competition: How Price Change Influences Brand Choice and Category Choice," *Journal of Marketing*, 61 (July), 71-84. [Winner, Donald Lehmann Award from the American Marketing Association; Winner, Citation of Excellence for Highest Quality Rating, ANBAR Electronic Intelligence. The article is based on the doctoral dissertation which won the Alpha Kappa Psi Doctoral Dissertation Award from the Academy of Marketing Science, and the Honorable Mention, John Howard Doctoral Dissertation Award from the American Marketing Association]

62. **P** Sivakumar, K. and Robert Weigand (1997), "Model of Retail Price Match Guarantees," *Journal of Business Research*, 39 (July), 241-255.
63. **G** Nakata, Cheryl and K. Sivakumar (1997), "Emerging Market Conditions and their Impact on First Mover Advantages: An Integrative Review," *International Marketing Review*, 14 (6), 461-485. [Winner, Literati Club Award for Highly Commended Paper]
64. **P** Sivakumar, K. and Robert Weigand (1996), "Price Match Guarantees: Rationale, Implementation, and Consumer Response," *Pricing Strategy and Practice: An International Journal*, 4 (4), 4-13. [Lead article]
65. **P** Sivakumar, K. (1996), "An Empirical Investigation of the Two Roles of Price on Brand Choice," *Pricing Strategy and Practice: An International Journal*, 4 (2), 15-22. [Winner, Literati Club Award for Outstanding Paper]
66. **P** Sivakumar, K. (1996), "Trade-Off Between Frequency and Depth of Price Promotions: Implications for High- and Low-Priced Brands," *Journal of Marketing Theory & Practice*, 4 (Winter), 1-8. [Lead article]
67. **I** Mazumdar, Tridib, K. Sivakumar, and David Wilemon (1996), "Launching New Products with Cannibalization Potential: An Optimal Timing Framework," *Journal of Marketing Theory & Practice*, 4 (Fall), 83-93.
68. **G, I** Nakata, Cheryl and K. Sivakumar (1996), "National Culture and New Product Development: An Integrative Review," *Journal of Marketing*, 60 (January), 61-72. [Winner, Citation of Excellence for Highest Quality Rating, ANBAR Electronic Intelligence] [Abstracted in *Journal of Product Innovation Management*, 13 (October 1996), 462]
69. **O** Tata, Jasmine, Tara Anthony, Hung-Yu Lyn, Murray Millson, Barbara Newman, Shu-Hua Tang, and K. Sivakumar (1996), "Proportionate Group Size and Rejection of the Deviate: A Meta-Analytic Integration," *Journal of Social Behavior and Personality*, 11 (4), 739-752.
70. **P** Sivakumar, K. (1995), "The Role of Price and Quality Tiers on the Cluster Effect in Brand Choice," *Marketing Letters*, 6 (October), 265-273.
71. **P** Krishnamurthi, Lakshman, SP Raj, and K. Sivakumar (1995), "Unique Inter-Brand Effects of Price on Brand Choice," *Journal of Business Research*, 34 (September), 47-56.
72. **P** Sivakumar, K. (1995), "The Role of Quality Tier Loyalty on Consumer Price Sensitivity for Frequently Purchased Products," *Journal of Marketing Theory and Practice*, 3 (Fall), 84-96.
73. **P** Sivakumar, K. (1995), "Quality Tier Competition and Optimal Pricing," *Journal of Business Research*, 33 (July), 251-260. [Winner, Albert Steffey Chair Award for the Best Theoretical Research Paper]
74. **P** Sivakumar, K. (1995), "A Procedure to Compare Promotional Pricing and Every Day Low Pricing Strategies," *Pricing Strategy & Practice: An International Journal*, 3 (July), 4-15. [Lead article]
75. **I** Sivakumar, K. and Joseph Cherian (1995), "Role of Product Entry and Exit on the Attraction Effect," *Marketing Letters*, 6 (January), 45-51.

## B. BOOK CHAPTERS

1. **O** Sivakumar, K. (2018), "A Scholar's Scholar: Some Thoughts on the Career and Impact of Professor Rajan Varadarajan," *Legends in Marketing: Rajan Varadarajan* (Series Editor: Jagdish Sheth), Volume 5:

Environmental Sustainability, Innovations for Emerging Markets and Marketing in Emerging Markets (Volume Editor: Mona Sinha), The Sheth Foundation and Sage Publications.

2. **G, I** Sivakumar, K. (2010), "Global Product Development," in *Wiley International Encyclopedia of Marketing* (Editors-in-Chief: Jagdish Sheth and Naresh Malhotra; Volume Editor: Barry Bayus), John Wiley & Sons.
3. **G, I** Sivakumar, K. (2010), "Locale of Innovation," in *Wiley International Encyclopedia of Marketing* (Editors-in-Chief: Jagdish Sheth and Naresh Malhotra; Volume Editor: Barry Bayus), John Wiley & Sons.

### **C. ARTICLES IN MAGAZINES AND OTHER OUTLETS**

1. **S** Sivakumar, K. (2015), "Enhancing the Impact of Service Research(ers): Supersizing the Service Umbrella," American Marketing Association's SERVSIG Newsletter, September.
2. **G, I, L, S** Sivakumar, K. (2011), "Reaching for New Ideas: Outsourcing Innovation," *Inside Supply Management*, 22 (June/July), 40-43.
3. **P** Weigand, Robert, and K. Sivakumar (1997), "Marketing by Matching: Price Guarantees Divide and Conquer Consumers," *Barron's*, Editorial Commentary, March 31, p. 62.

### **D. RESEARCH SUMMARY FEATURED IN HARVARD BUSINESS REVIEW**

1. **P** "Marketing: Do PMGs Work?" Briefings from the Editors, *Harvard Business Review*, 75 (July-August 1997), 11-12. [Summarizes research on price match guarantees]
2. **G** "Emerging Markets: Green Light, Yellow Light," Briefings from the Editors, *Harvard Business Review*, 74 (May-June 1996), 12-13. [Summarizes research on emerging markets and first-mover advantages]

### **E. MONOGRAPHS**

1. **S** Dong, Beibei and K. Sivakumar (2018), "Brand Tier Advantage in Service Co-production," *Marketing Science Institute Working Paper*, 18-104.
2. **S** Dong, Beibei and K. Sivakumar (2016), "Customer Participation in Services: Domain, Scope, and Boundaries," *Marketing Science Institute Working Paper*, 16-117.
3. **G, I, L** Roy, Subroto and K. Sivakumar (2000), "Innovation Generation in Business-to-Business Markets: A Conceptual Model and Research Propositions," Working Paper 9-2000, Institute for the Study of Business Markets (ISBM), Pennsylvania State University. [Research funded by ISBM]
4. **P** Sivakumar, K. (1997), "Asymmetric Quality Tier Competition: An Alternative Explanation," *Marketing Science Institute Working Paper* 97-115 (July). [Research funded by Marketing Science Institute]
5. **G** Nakata, Cheryl and K. Sivakumar (1995), "Factors in Emerging Markets and Their Impact on First Mover Advantages," *Marketing Science Institute Working Paper* 95-110 (September).
6. **P** Sivakumar, K. and SP Raj (1995), "Quality Tier Competition: Impacts of the "Whether" Decision and the Direction of Price Change," *Marketing Science Institute Working Paper* 95-106 (June).

### **F. BOOK REVIEWS**

1. **G** Sivakumar, K. (1996), Book Review of *Pop Internationalism* by Paul Krugman, *Journal of Marketing*, 60 (October), 128-129.
2. **O** Sivakumar, K. (1996), Book Review of *Total Quality in Marketing* by William C. Johnson and Richard J. Chvala, *Journal of the Academy of Marketing Science*, 24 (Fall), 376-377.

## G. CONFERENCE PAPER PRESENTATIONS

<b>Total Number of Presentations</b>	<b>83 papers</b>
American Marketing Association (AMA)	51 papers
Association for Consumer Research	1 paper
Academy of Marketing Science (AMS)	12 papers
Frontiers in Service Conference	2 paper
INFORMS Marketing Science Conference	7 papers
PRICEX Conference	1 paper
Society for Marketing Advances (Retailing Conference)	3 papers
Product Development and Management Association	4 papers
World Marketing Congress, Academy of Marketing Science	1 paper
AMA Marketing and Public Policy Conference	1 paper

<u>Recent presentations included above (after joining Lehigh University)</u>	<b>47 papers</b>
AMA Summer Educators' Conference (August 2001)	3 papers
INFORMS Marketing Science Conference (June 2002)	1 paper
AMA Summer Educators' Conference (August 2002)	1 paper
AMA Winter Educators' Conference (February 2003)	1 paper
Academy of Marketing Science Conference (May 2003)	1 paper
AMA Summer Educators' Conference (August 2003)	1 paper
Frontiers in Service Conference (October 2004)	1 paper
AMA Summer Educators' Conference (August 2004)	1 paper
AMA Summer Educators' Conference (August 2005)	1 paper
AMA Winter Educators' Conference (February 2006)	1 paper
PRICEX Conference (June 2007)	1 paper
AMA Summer Educators' Conference (August 2007)	2 papers
AMA Winter Educators' Conference (February 2009)	1 paper
AMA Summer Educators' Conference (August 2009)	1 paper
Academy of Marketing Science (May 2010)	1 paper
American Marketing Association (August 2010)	2 papers
Academy of Marketing Science (May 2011)	1 paper
Product Development and Management Association (October 2011)	1 paper
Academy of Marketing Science (May 2012)	1 paper
AMA Winter Educators' Conference (February 2013)	1 paper
World Marketing Congress, Academy of Marketing Science (July 2013)	1 paper
INFORMS Marketing Science Conference (June 2014)	1 paper
AMA Summer Educators' Conference (August 2014)	2 papers
AMA Marketing and Public Policy Conference (June 2015)	1 paper
AMA Summer Educators' Conference (August 2015)	2 papers
Product Development and Management Association (November 2015)	2 papers
AMA Summer Educators' Conference (August 2016)	2 papers
Product Development and Management Association (October 2016)	1 paper
Frontiers in Service Conference (June 2017)	1 paper
Academy of Marketing Science (May 2017)	1 paper
INFORMS Marketing Science Conference (June 2017)	1 paper
AMA Summer Educators' Conference (August 2017)	2 papers

Academy of Marketing Science (May 2018)	1 paper
Academy of Marketing Science (May 2019)	1 paper
AMA Summer Educators' Conference (August 2019)	1 paper
AMA Winter Educators' Conference (February 2020)	2 papers

## H. OTHER RESEARCH PRESENTATIONS

1. **G, I, S** Sivakumar, K. (July 20, 2012), "Innovation Outsourcing: A Research Agenda for the Future," Academy of Indian Marketing International Conference, New Delhi.
2. **P** Sivakumar, K. (August 2012), "Price, Quality, and Value of (in) Higher Education: Some Perspectives," Pricing Conference, Detroit.
3. **P** Sivakumar, K. (August 2011), "Asymmetric Inter-Tier Competition: New Explanations and Extensions," Pricing Conference, Syracuse.
4. **G, I** Sivakumar, K. (December 17, 2010), "The Locus and Nature of Innovations in Knowledge-Based Global Setting," Academy of Indian Marketing International Conference, New Delhi.
5. **P** Sivakumar, K. (August 13, 2010), "Factors Moderating Asymmetric Inter-Tier Competition," Pricing Conference, Boston.
6. **O** Sivakumar, K. (August 2009), "Achieving Excellence in Research: Some Perspectives," Wuhan University of Technology, Wuhan, China.
7. **P** Sivakumar, K. (June 2009), "Asymmetric Price/Quality Tier Competition: Explanations, Extensions, and Boundary Conditions," Pricing Research Camp, University of Illinois at Urbana Champaign.
8. **G, I** Sivakumar, K. (October 2008), "Future of Innovation and Globalization," Wuhan University of Technology, Wuhan, China.
9. **P** Sivakumar, K. (June 2007), "Price and Quality Tier Brand Competition: Perspectives and Insights," *The Pricing Institute's 20th Anniversary Conference on Celebrating Excellence through the IMPACT of Pricing*.
10. **P** Sivakumar, K. (March 2007), "Asymmetric Price-Tier Competition: An Alternative Explanation and Pricing Implications," *Temple University*.
11. **P** Sivakumar, K. (March 1997), "Product Management through the Looking Glass of Quality Tier Competition," *Marketing Science Institute's Conference on Too Much or Too Little? Managing Product Assortment from Production to Point of Purchase*, Scottsdale, Arizona.
12. **P** Sivakumar, K. (August 1994), "Context Effects in Pricing," *South African Marketing Educators' Conference*, Pretoria, South Africa.

## EDITORIAL & REVIEWING ACTIVITIES

### *Special Issue Editor*

Special issue of *International Marketing Review* on "International Marketing in the 21<sup>st</sup> Century: Issues, Opportunities, and Challenges" (published in 2001) [contributors included Samuel Craig, Susan Douglas, John Farley, Roger Kerin, Donald Lehmann, Jagdish Sheth, Jan-Benedict Steenkamp, and others] [Two articles appearing in this issue were among the top 10 most downloaded articles in the 30-year history of the journal as of June 2013]

***Associate Editor***

Associate Editor (Marketing), *Journal of Business Research*, 2016-2020

***Editorial Board Member***

1. *AMS Review*, 2012-2019
2. *International Marketing Review*  
Senior Advisory Board, 2013 onwards  
Editorial Board Member, 2000-2013  
“Top Ten” Reviewer, 2005-2007
3. *Journal of Business Research*, 2000-2015
4. *Journal of International Management*, 2013-21
5. *Journal of Marketing Theory & Practice*,  
Senior Advisory Board, 2010 onwards  
Editorial Board Member, 1997-2010  
Outstanding Reviewer Award – 1999
6. *Journal of Product Innovation Management*, 2013 to 2021
7. *Journal of the Academy of Marketing Science*, 1997-2003, 2006-2021  
Outstanding Reviewer Award – 1997-2000
8. *Psychology & Marketing*, 2006 to 2019

***Reviewed Manuscripts for***

*Academy of Management Review, Decision Sciences, European Journal of Marketing, International Business Review, International Journal of Research in Marketing, Journal of Interactive Marketing, Journal of International Business Studies, Journal of Marketing, Journal of Marketing Research, Journal of Operations Management, Journal of Retailing, Journal of Service Research, American Marketing Association Educators’ Conferences, Academy of Marketing Science Conferences, AMA Doctoral Dissertation Competition, and AMS Doctoral Dissertation Competition.*