

JANUARY 2015

## ANAND KRISHNAMOORTHY

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### EDUCATION

Ph.D. in Management Science (Marketing), The University of Texas at Dallas, 2004  
B.Tech. in Civil Engineering, Indian Institute of Technology Madras, 1997

### ACADEMIC EMPLOYMENT

Associate Professor (with tenure), Department of Marketing, College of Business Administration,  
University of Central Florida, August 2010 – present

Assistant Professor, Department of Marketing, College of Business Administration, University of  
Central Florida, August 2004 – August 2010

### RESEARCH

#### RESEARCH INTERESTS

Differential games, management of distribution channels, sales force management

#### PUBLICATIONS

He, Xiuli, Anand Krishnamoorthy, Ashutosh Prasad, and Suresh P. Sethi (2012), “Co-Op Advertising in Dynamic Retail Oligopolies,” *Decision Sciences*, **43**(1), 73-106.

He, Xiuli, Anand Krishnamoorthy, Ashutosh Prasad, and Suresh P. Sethi (2011), “Retail Competition and Cooperative Advertising,” *Operations Research Letters*, **39**(1), 11-16.

Desai, Preyas S., Anand Krishnamoorthy, and Preethika Sainam (2010), “‘Call for Prices’: Strategic Implications of Raising Consumers’ Costs,” *Marketing Science*, **29**(1), 158-174.

Krishnamoorthy, Anand, Ashutosh Prasad, and Suresh P. Sethi (2010), “Optimal Pricing and Advertising in a Dynamic Durable-Goods Duopoly,” *European Journal of Operational Research*, **200**(2), 486-497.

Bass, Frank M., Anand Krishnamoorthy, Ashutosh Prasad, and Suresh P. Sethi (2005), “Generic and Brand Advertising Strategies in a Dynamic Duopoly,” *Marketing Science*, **24**(4), 556-568.

Krishnamoorthy, Anand, Sanjog Misra, and Ashutosh Prasad (2005), “Scheduling Sales Force Training: Theory and Evidence,” *International Journal of Research in Marketing*, **22**(4), 427-440.

Bass, Frank M., Anand Krishnamoorthy, Ashutosh Prasad, and Suresh P. Sethi (2005), “Advertising Competition with Market Expansion for Finite Horizon Firms,” *Journal of Industrial and Management Optimization*, **1**(1), 1-19.

#### **SELECTED WORKING PAPERS AND RESEARCH IN PROGRESS**

“Middleman or Meddler? The Impact of an Intermediary on Advance Selling Strategies” (with Pavan R. Chennamaneni and Ramarao Desiraju)

“Product vs. Service Provision: When Should Manufacturers Keep Service In-House?” (with Phil Anderson and Raj Echambadi)

“Advertising Sharing Rules in Franchising” (with Ramarao Desiraju)

“Offensive vs. Defensive Advertising in a Dynamic Oligopoly”

#### **CONFERENCE PRESENTATIONS**

“Manufacturer’s Promotional Support in a Dynamic Retail Duopoly,” INFORMS Marketing Science Conference, University of Cologne, June 2010

“Making Consumers Jump through Hoops: Price Discovery and Retail Competition,” INFORMS Marketing Science Conference, Singapore Management University, June 2007

“Dynamically Optimal Advertising Sharing Rules in Franchising,” INFORMS Marketing Science Conference, Emory University, June 2005

“Optimal Scheduling of Sales Force Training,” XX Doctoral Symposium, University of Houston, April 2002

#### **INVITED SEMINARS**

“Generic and Brand Advertising Strategies in a Dynamic Duopoly,” The Shansby Marketing Seminar Series, University of California, Berkeley, October 2003

#### **COMPETITIVE RESEARCH GRANTS**

ORC In-House Research Grant (\$7,500), University of Central Florida: 2005, 2007, 2008, 2009

Summer Research Grant (\$12,000), College of Business Administration, University of Central Florida: 2008, 2009, 2010, 2011, 2012, 2013

New Faculty Start-Up Initiative Program (\$27,258), University of Central Florida: 2005

#### **AWARDS AND HONORS**

Research Incentive Award, University of Central Florida, 2010

AMA-Sheth Doctoral Consortium Fellow, Emory University, June 2002

National Talent Search Scholarship, NCERT, Government of India, 1991 – 1997

## **TEACHING**

### **TEACHING INTERESTS**

Marketing strategy, marketing management, retailing

### **CURRENT TEACHING**

Marketing Strategy, Fall 2004 – present

Strategic Marketing Management (MBA), Spring 2011 – present

### **PAST TEACHING**

Retailing Management, Fall 2010, Spring 2014

Introduction to Marketing, Spring 2002 (The University of Texas at Dallas)

## **SERVICE**

### **PROFESSION**

Ad hoc reviewer: *Marketing Science*, *Management Science*, *Production and Operations Management*, *Review of Marketing Science*, *Automatica*, *European Journal of Operational Research*

### **COLLEGE OF BUSINESS ADMINISTRATION**

Member: Research Committee, 2005 – present

Member: Business Analytics Faculty Recruiting Committee, 2014 – present

Member: Technology Advisory Committee, 2006 – 2012

### **DEPARTMENT OF MARKETING**

Member: Undergraduate Committee, 2011 – present

Chair: Assessment Committee, 2013 – 2014

Member: Faculty Recruiting Committee, 2013 – 2014

Member: Ph.D. Exam Committee, 2013 – 2014

### **DISSERTATION COMMITTEES**

Member:

Thanh V. Tran (2009), first placement: Central Oklahoma University

Pavan R. Chennamaneni (2009), first placement: University of Wisconsin, Whitewater

Rajani G. Pillai (2009), first placement: North Dakota State University

Ngan N. Chau (2012), first placement: University of Nebraska, Kearney

Somnath Banerjee (2015, expected)

## **REFERENCES**

Available upon request