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Professor (Marketing) 2006 onwards
University of Central Florida, Orlando

Associate Professor (Marketing) 1999-2006
University of Central Florida, Orlando

EDUCATION

Ph.D. (Marketing), University of Florida, Gainesville

B.Tech. (Electronics), Indian Institute of Technology, Madras, India

PUBLICATIONS

Chau, Ngan and Ramarao Desiraju (forthcoming) "Optimal Channel Structure of a Proprietary Component Manufacturer: The Impact of Price- Versus Quantity- Competition," in Charles Ingene and James Brown (Eds.), Handbook of Distribution Channels, Edward Elgar Publishing.

Thanh Tran, Haresh Gurnani, and Ramarao Desiraju (2018) "Optimal Design of Returns Policies," Marketing Science, 37, 4 (July-August), 649-667.

Chennamaneni, Pavan, Ramarao Desiraju and Anand Krishnamoorthy (2017) "Advance Sales of Services: Using Direct vs. Indirect Channels," Journal of Service Research, 20, 2 (May), 135-151.

Chau, Ngan N and Ramarao Desiraju (2017), "Product Introduction Strategies under Sequential Innovation for Durable Goods with Network Effects," Production and Operations Management, 26, 2 (February), 320-340.

Tran, Thanh V and Ramarao Desiraju (2017) "The Role of Group-Buying in Managing Distribution Channels," European Journal of Operational Research, 256, 1 (January), 68-75.

Desiraju, Ramarao and Thanh V. Tran (2014) "Spillovers and Other Externalities in Pharmaceutical Marketing," in M. Ding, J. Eliashberg, and S. Stremersch (Eds.), Pharmaceutical Marketing, International Series in Quantitative Marketing (ISQM), Springer: Berlin, 673-700.

Chennamaneni, Pavan and Ramarao Desiraju (2011) "Co-Marketing Alliances: Should You Contract On Actions Or Outcomes?" Management Science, 57, 4 (April), 752-762.

Xu, Yi, Haresh Gurnani and Ramarao Desiraju (2010) "Strategic Supply Chain Structure Design for a Proprietary Component Manufacturer," Production and Operations Management, 19, 4 (July/August), 371-389.

Desiraju, Ramarao and David Sappington (2007) "Equity and Adverse Selection," Journal of Economics and Management Strategy, Volume 16, 2 (Summer), 285-318.

Desiraju, Ramarao and David Sappington (2007) "Equity and Adverse Selection with Correlated Costs," Economics Letters, 95, 3 (June), 402-407.

Desiraju, Ramarao (2006) "Price Versus Quantity Monitoring," Journal of Business, 79, 5 (September), 2361-2379.

Chintagunta, Pradeep and Ramarao Desiraju (2005) "Pricing and Detailing Behavior in International Markets: The Role of Market Response and Within and Across Market Strategic Interactions," Marketing Science, 24, 1 (Winter), 67-80.

Desiraju, Ramarao, Harikesh Nair, and Pradeep Chintagunta (2004) "Diffusion of New Pharmaceutical Drugs in Developed and Less-Developed Nations," International Journal of Research in Marketing, 21 (4), 341-357.

Narayanan, Sridhar, Ramarao Desiraju and Pradeep Chintagunta (2004) "Return on Investment Implications for Pharmaceutical Promotional Expenditures," Journal of Marketing, 68, 4 (October), 90-105. (This paper is based on my winning entry in the MSI competition for a JM Special section on linking marketing to financial performance.)

Desiraju, Ramarao (2004) "Costs and Benefits of Inducing Intra-brand Competition: The Role of Limited Liability," Marketing Science, 23, 3 (Summer), 429-450.

Desiraju, Ramarao (2001) "New Product Introductions, Slotting Allowances, and Retailer Discretion," Journal of Retailing, 77 (3), p. 335-358.

Shugan, Steve and Ramarao Desiraju (2001) "Retail Product-line Pricing Strategy when Costs and Products Change", Journal of Retailing, 77 (1), p. 17-38 (Lead article. Winner of the 2003 William R. Davidson Award.).

Desiraju, Ramarao and C. Gopinath (2001) "Encouraging Participation in Case Discussions: A Comparison of the MICA and the Harvard Case Methods," Journal of Management Education, 25 (4), August, p. 394-408.

Desiraju, Ramarao and Steve Shugan (1999) "Strategic Service Pricing and Yield Management," Journal of Marketing, 63 (January), p. 44-56. (Winner of the 1999 Marketing Science Institute/H. Paul Root Award.)

Desiraju, Ramarao and Sridhar Moorthy (1997) “Managing a Distribution Channel Under Asymmetric Information With Performance Requirements,” Management Science, 43, 12 (December), 1628-1644.

Murali Mantrala, Kalyan Raman, and Ramarao Desiraju (1997) “Sales Quota Plans: Mechanisms For Adaptive Learning,” Marketing Letters, 8, 4 (October), 393-405.

Desiraju, Ramarao and Milind Shrikhande (1997) “Exchange Rate Pass-Through And The Role Of International Distribution Channels,” International Journal of Business, 2, 2, 1-28.

Desiraju, Ramarao (1996) “Channel Coordination In The Presence Of Two-Sided Asymmetric Information,” S. Jorgensen and G. Zaccour (Eds.), Lecture Notes in Economics and Mathematical Systems: Dynamic Competitive Analysis in Marketing, Springer: Berlin.

Desiraju, Ramarao (1993) “An Empirical Investigation of the Use of Exclusive Distribution in Marketing Channels,” in Avijit Banerjee (Ed.) Proceedings of Northeast Decision Sciences Institute, March.

Main Research area: Marketing’s responsibility in a company is usually related to the elements of the marketing mix, and includes decisions related to pricing, promotion, managing the sales force, distributors and co-marketing alliances. My research employs mathematical modeling to characterize optimal marketing mix strategies for products and services. For example, with respect to managing the sales force, distributors and alliance partners, my research considers incentives-related problems and examines how best to deal with them via contractual arrangements. Analogously, in studying optimal prices or promotions, I focus on understanding how marketers can best leverage market characteristics while accounting for competitive reactions.

Google Scholar Citations (September, 2018): 1262

TEACHING RELATED ACTIVITY

(a) Courses taught: At UCF: (i) Marketing Strategy (Undergraduate) (ii) Product Management (Undergraduate), (iii) Sales Management (Undergraduate and MBA), (iv) Marketing Research (Undergraduate and MBA), and (v) Seminar on Marketing Models (Ph.D.). At the University of Florida and University of Delaware: Marketing Research, Marketing Channels, and Retailing (at the Undergraduate level).

(b) Received the Integrative-Learning Experience designation for my course “Product Management” from the Quality Enhancement Plan initiative at UCF, Fall 2018.

(c) Developed and incorporated the course “Product Management” into the Marketing Undergraduate curriculum, Fall 2016.

(d) Developed and incorporated the course “Seminar on Marketing Models” into the Marketing Ph.D. program curriculum at the University of Central Florida, 1999. Subsequently, taught that seminar periodically through Spring 2010.

(e) Participation in teaching related seminars:

- Semester-long FCTL workshop on QEP Course Designation, Spring 2018
- Semester-long FCTL workshop on Virtual Reality, Spring 2018
- PharmaSim Training session on July 19, 2016.
- Full-day “Harvard Case Method Teaching Seminar” at the UCF Executive Development Center, Orlando, Florida, September 11, 2014.
- Workshop on “Working with our Migrated Course in Canvas,” at UCF, Orlando, Florida, December 10, 2012.
- Elisabeth Greenwood’s workshop on “What’s is new in Webcourses@UCF: Canvas demonstration,” at UCF, Orlando, Florida, Nov 16, 2012.
- LINKS Train-The-Trainer Seminar, August 21-23, 2012.
- DeBrule Instructional Excellence Seminar on “Fostering Deep Learning” by Dr. Bain, Orlando, September 24, 2010.
- Information Security/FERPA Workshop for CBA faculty and staff, conducted by UCF Registrar’s Office and Computer Services, November 13, 2008.
- DuBrule Instructional Excellence Seminar by Harvey J. Brightman, Orlando, Florida, February 23, 2007.
- “One-Day Short Course on Bayesian Modeling, Inference, and Prediction” by David Draper, Boston, Massachusetts, December 10, 2004.
- “A Passion for Excellence in Teaching” conducted at Texas A&M University, College Station, Texas, June 19, 2004.
- “Ethics and the Marketing Educator” conducted at Texas A&M University, College Station, Texas, June 17, 2004.
- “MSI Cool Tools for Assessing Marketing Strategy Performance,” conducted by a panel of faculty from various U.S. business schools, in Chicago, Illinois, August 15, 2003.
- “What Do You Believe? Developing an Education Philosophy” conducted by FCTL at UCF, Orlando, Florida, March 22, 2002.
- “Getting Students Engaged” conducted by FCTL at UCF, March 8, 2002.
- “Student Ethics and Integrity Workshop” conducted by FCTL at UCF, Orlando, Florida, January 2000.
- The FCTL Winter Workshop, conducted by FCTL at UCF, Orlando, Florida December 13-17, 1999.
- WebCT Academy Training Sessions, UCF, Orlando, Florida, Fall 1999.
- 4 day SPSS Training on Data Mining, in Chicago, Illinois, November 1999.
- At the University of Delaware, participated in the Wakonse-East Teaching Retreat, May 27-29, 1994, and May 31-June 2, 1995. University Planning Committee member, Teaching Retreat, 94-95 and 95-96.

(f) I was invited to write an article “The Sport of Effective Mentoring,” in UCF’s Faculty Focus, Volume 9, No. 2 (Mentoring edition 2010).

(g) Explored how to improve teaching effectiveness using cases and a paper emanating from that work has been published (see Desiraju, Ramarao and C. Gopinath 2001).

(h) During Fall 2001 and Spring 2002, I participated in the LEAD scholars program and worked with a student assistant on a project dealing with online consumer privacy.

(i) Since 1992, have helped several small businesses by guiding groups of my students in Marketing Research to tackle actual business problems and provide practical solutions.

SERVICE ACTIVITY

Discipline wide:

- Editorial review board member for *Journal of Retailing* (Fall 2004 onwards), *Journal of Business-to-Business Marketing* (Fall 2002 onwards), and *Marketing Letters* (Fall 2004 onwards).
- Selected as a Direct Selling Education Foundation (DSEF) Fellow, May 2017
- Book Review Editor, *Journal of Marketing*, July 2005-July 2008.
- Ad hoc reviewer for: *Marketing Science*, *Management Science*, *Production and Operations Management*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Business*, *Quantitative Marketing and Economics*, *ME*, *RAND Journal of Economics*, *Journal of Economics and Management Strategy*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Interactive Marketing*, *Journal of Business Research*, *European Journal of Operational Research*, *International Economic Review*, *AMA Educator's Conference Proceedings*, *World Marketing Congress of the Academy of Marketing Science*, *Houghton Mifflin and Blackwell Publishers*.
- Recognized by *Marketing Science* for exemplary reviewing activity; see: (i) Vol 23, No. 4 (Summer, 2005), pages 308-309, (ii) Vol 23, No. 3 (Summer, 2004), pages 275-279, and (iii) Vol 22, No. 3 (Summer, 2003), pages iii-v.
- Served as an advisory board member for Focus Cube Inc. (a startup in 2000); served as pro bono marketing research consultant for small businesses in Newark, DE, Gainesville, FL and Orlando, FL. (on and off from 1992 through 2016).
- Worked with Ken Hooper, President of the National Electrical Manufacturers Representatives Association (NEMRA), for a year and a half on sales force management issues relevant to NEMRA members (2014-2015).
- Membership in: the American Marketing Association, Sales Management Association, NASMEI (North American Society for Marketing Education in India) and INFORMS

Department Committees (at the University of Central Florida):

- Chair, P&T Committee, 2009, 2010, 2011, 2012, 2013, 2015, 2016, 2017, 2018
- Member, Promotion and Tenure Committee (P&T Committee), 2003-onwards
- Chair, Full Professor Search Committee, Spring 2016, Fall 2016, Spring 2017
- Chair, Governance Committee, 2015-Spring 2017
- Chair, Supply Chain Management Associate Professor Recruiting Committee, Fall 2015
- Ph.D. Committee, 2015 onwards
- MS in Marketing Committee, 2015 onwards
- Instructor/Lecturer Promotion Committee, 2014

- Annual Evaluation Standards and Procedures (AESP) Committee, 2011- 2012
- Graduate Programs Committee, Fall 2009-onwards
- Dissertation Committees: Chair for Ngan Chau (2012), Pavan Chennamaneni (2009) and Thanh Van Tran (2009); and member for Nacef Mouri (2005)
- Research Committee, Fall 2008- Summer 2011
- Scholarship Committee, Fall 2010
- Ph.D. Comprehensive Examination Committee, 2001-July 2008, 2010, 2011, 2014
- Doctoral Program Coordinator, 2003-July 2008
- Doctoral Program Advisory Committee, 1999-July 2008; Chair: 2003-July 2008
- Ph.D. First Year Summer Project Evaluation Committee, 2000-2008
- Ph.D. Program and Policies, 2001-2002 (Co-Chair)
- Tenure Track Faculty Recruitment, Co-chair 2005-2006, member 2003-2004, 2002-2003, 2001-2002; Instructor Recruitment, 2002
- Other department (sub) committees:
 - Curriculum Review Committee, Fall 2006 onwards;
 - Standards and Procedures Committee, Fall 2005 onwards;
 - Journal Categorization Review Committee 2000-2010;
 - Grade Appeals, 2001-2002;
 - Representative at the Spring Commencement, 2000 and 2002;
 - SACS Assessment, Alumni Survey Group 1999-2000;
 - MBA Program Committee 1999-2000.

College Committees (at the University of Central Florida):

- Undergraduate Program Review Committee 2016-2018
- Promotion and Tenure Committee 2006-2008, 2010, 2012, 2013, 2014, 2015
- Chair, Fifth Year Review Committee for Dr. Ronald E. Michaels, Spring 2014
- 5th Year Review Committee for Dr. S. Sutton, KPMG Peat Marwick Professor, 2011
- 5th Year Review Committee for Dr. V. Arnold, Ernst & Young Professor, 2011
- Budget Deficit Planning Committee, Fall 2009
- Research Incentive Award Committee, Fall 2009
- College Research Committee (to evaluate OIR grant proposals), Fall 2009
- College Sabbatical Committee, 2009-2012
- Fifth Year Review Committee for Dr. R. Michaels, Department Chair, Fall 2008
- Doctoral Program Review Committee, 2000-July 2008
- Dean's appointee on the Research Committee, 2005-2007
- Scholarship Committee, 2000-2005
- Teaching Incentive Program Criteria and Procedures Committee, 2000-2001

University Committees (at the University of Central Florida):

- Sick-Leave Pool Committee member, April 2003- onwards
- Dean Keon's Fifth Year Performance Evaluation Committee, Fall 2006-March 2007
- Faculty Senate member (served as a member of the Graduate Council, member of the Graduate Appeals Subcommittee) April 2003-August 2007
- UCF Graduate Fellowship Committee, January 2004-2006
- University Research Council, Fall 2004-August 2007

HONORS

Outstanding Reviewer Award, *Journal of Retailing*, August 2017.

Summer Research Grant, College of Business Administration (CBA), University of Central Florida (UCF), college-wide competitive award mainly aimed at Assistant and Associate Professors, received in each of the following years: 2001, 2002, 2003, 2004, 2005, 2006, 2010, 2011 and 2014.

Received the competitive Type 1A Sabbatical Award, UCF, 2013

Received the competitive college-wide Excellence in Research Award, CBA, UCF, 2013.

Received the competitive university-wide Research Incentive Award, UCF, 2004, 2010.

Nominated at the college level for the university-wide competitive “Award for Faculty Excellence in Mentoring Students”, UCF, 2010.

Invited Speaker, Workshop on Game Theory in Marketing Channels, HEC Montreal, Canada, 2009.

Outstanding Reviewer Award, *Journal of Retailing*, 2009.

Keynote Speaker, Game Theory in Marketing Conference, HEC Montreal, Canada, 2005.

Consortium Faculty, 39th Annual AMA Sheth Foundation Doctoral Consortium, Texas A&M University, 2004.

William Davidson Award for the best article (as selected by the editorial board) published in the *Journal of Retailing*, 2003.

Winner of the “MSI Competition–*Journal of Marketing* Special Section: Linking Marketing to Financial Performance and Firm Value,” Summer 2002.

1999 MSI/H. Paul Root Award (selected by *Journal of Marketing* Editorial Board for making the most significant contribution to the advancement of marketing practice).

Received the university-wide competitive OIR In-House Research Grant, UCF, 2000.

Selected for the Albert Haring Doctoral Symposium, Indiana University, 1991.

Merit Certificate for securing a position within the top hundred ranks in the All India Joint Entrance Examination for admission into the Indian Institutes of Technology, 1983.

REFERENCES

Available on request