

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

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

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

"Shifting Competitive Dynamics from Product to Service: When to Make a Move?" (with Phil Anderson and Raj Echambadi)

"Renewal in the Ecosystem: An Exploration of (Un)balanced Interorganizational Paradox" (with Phil Anderson)

"Advertising Sharing Rules in Franchising" (with Ramarao Desiraju)

"Managing an Online Network through Advertising and Word-of-Mouth" (with Ashutosh Prasad)

CONFERENCE PRESENTATIONS

"Why Would A Big Retailer Demotivate Sales Advising?," Invited Discussant, Tenth Annual UT Dallas FORMS Conference, The University of Texas at Dallas, February 2016

"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

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, 2015, 2016, 2017

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

AWARDS AND HONORS

Teaching Incentive Program, University of Central Florida, 2015

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, retailing

CURRENT TEACHING

Marketing Strategy, Fall 2004 – present

Strategic Marketing Management (MBA), Spring 2011 – present

PAST TEACHING

Retailing Management, Fall 2010, Spring 2014, Spring 2016, Spring 2017

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

SERVICE

PROFESSION

Ad hoc reviewer: *Marketing Science, Management Science, Production and Operations Management, Decision Sciences, European Journal of Operational Research, Journal of Business Research, Journal of Retailing*

COLLEGE OF BUSINESS ADMINISTRATION

Member: Master's Programs Review Committee (Alt.), 2017 – present

Member: Technology Advisory Committee, 2015 – present

DEPARTMENT OF MARKETING

Member: Undergraduate Committee, 2011 – present

Member: Faculty Recruiting Committee, 2016 – 2018

Member: Ph.D. Exam Committee, 2015 – present

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), first placement: North Dakota State University

REFERENCES

Available upon request