

Vijay Ganesh Hariharan

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Academic Positions

University of Central Florida

Assistant Professor of Marketing

December 2019 – present

Erasmus University Rotterdam, The Netherlands

Associate Professor of Marketing (with tenure)

January 2016 – December 2019

Assistant Professor of Marketing

June 2010 – December 2015

Education

State University of New York (SUNY) at Buffalo, USA

Ph.D. in Marketing (Minor: Economics)

June 2010

M.A. in Economics

June 2009

Government College of Technology Coimbatore, India

B.E. in Computer Science

May 2003

Journal Publications

- van Everdingen, Yvonne, Vijay Ganesh Hariharan and Stefan Stremersch (2019), “Gear Manufacturers as Contestants in Sport Championships: An Assessment of Breeding and Branding Outcomes”, *Journal of Marketing*, 83(3), 126-144. (authors contributed equally)

Media mentions: Forbes, Automotive World, BNR, ND, Autoweek, Autoplus, Sportnext, Frank Watching, Automobilsport, Marketing Tribune

- Hariharan, Vijay Ganesh, Kalpesh Kaushik Desai, Debabrata Talukdar and J. Jeffrey Inman (2018), “Shopper Marketing Moderators of the Brand Equity – Behavioral Loyalty Relationship”, *Journal of Business Research*, 85(3), 91-104.
- Hariharan, Vijay Ganesh, Debabrata Talukdar and Changhyun Kwon (2015), “Optimal Targeting of Advertisement for New Products with Multiple Consumer Segments,” *International Journal of Research in Marketing*, 32(3), 263-271.
- Hariharan, Vijay Ganesh, Ram Bezawada and Debabrata Talukdar (2015), “Aggregate Impact of Different Brand Development Strategies,” *Management Science*, 61(5), 1164-1182.
- Hariharan, Vijay Ganesh, Ram Bezawada and Debabrata Talukdar (2012), “Trial, Repeat Purchase and Spillover Effects of Cobranded Extensions,” *Journal of Product & Brand Management*. 21(2), 76-88. Lead Article

- Talukdar, Debabrata, Vijay Ganesh Hariharan and Chanil Boo (2011), “Empirical Regularity in Academic Research Productivity Patterns in Marketing,” *International Journal of Research in Marketing*, 28(3), 248-257.
- Olewnik, Andrew and Vijay Ganesh Hariharan (2010), “Conjoint-HoQ: Evolving a Methodology to Map Market Needs to Product Profiles,” *International Journal of Product Development*, 10(4), 338-368.

Peer Reviewed Conference Proceedings

- van Everdingen, Yvonne, Vijay Ganesh Hariharan and Stefan Stremersch (2019), “Gear Manufacturers as Contestants in Sport Championships: An Assessment of Breeding and Branding Outcomes”, *48th EMAC Annual Conference Proceedings*.
- Desai, Kalpesh Kaushik, Vijay Ganesh Hariharan, J. Jeffrey Inman and Debabrata Talukdar (2010), “Field Examination of the Influence of Brand Equity on Behavioral Loyalty and Factors that Moderate this Relationship”, *Advances in Consumer Research*, Vol. 37.

Honors, Grants, Awards, and Fellowships

- Erasmus Research Institute of Management (ERIM) Field Study Support for €8,168 (2019)
- Awarded Erasmus Quality Impetus grant of around €17,500 to implement small-scale and intensive teaching methods (2017)
- Erasmus School of Economics Top Researcher Award (2016)
- ERIM High Performance Researcher (2015, 2016)
- Awarded Erasmus Innovation Hub grant of around €150,000 for complete restyling of undergraduate marketing course (2015)
- Winner of €10,000 in the SURF Teaching Innovation Challenge (2015) together with my colleagues for the use of digital tools in undergraduate marketing course
- Invited Faculty Fellow at PDMA (Product Development and Management Association) Doctoral Consortium (2011)
- Erasmus School of Economics Dean’s Research Grant (2011)
- Winner, SUNY Buffalo Paul E. Green Award in Marketing Research (2010)
- Winner, PDMA Dissertation Competition Award (2009)
- Nominated as a Student Fellow for AMA-Sheth Doctoral Consortium at Georgia State University (2009), INFORMS Marketing Science Consortium at University of Michigan at Ann Arbor (2009), Workshop on Dynamic Structural Models at University of Waikato (2009), PhD Workshop in Theory-Rich Marketing Modeling at Duke University (2007).
- Customer Relationship Marketing Fellowship (2006, 2007), SUNY Buffalo, USA
- Marvin Herb Scholarship (2005), SUNY Buffalo, USA
- Ranked 461 amongst more than 100,000 students in undergraduate entrance examination in Tamil Nadu, India (1999)

Invited Talks and Visits

Advanced Leadership Program at INPAQT Rotterdam (2019), Erasmus Centre for Applied Sports Economics (2019), Webcast on Marketing Mix Modeling at ING Bank (2018), Indian School of Business (2016), SUNY Buffalo (2015), PDMA Doctoral Consortium (2011), Tilburg University

(2009), Erasmus University Rotterdam (2009), University of Groningen (2009), Sabanci University (2009), Indian School of Business (2009), PDMA Academic Research Forum (2009)

Conference Presentations (‡ indicates that the paper was presented by a co-author)

- *Gear Manufacturers as Contestants in Sport Championships: An Assessment of Breeding and Branding Outcomes*
 - Erasmus Centre for Applied Sports Economics seminar, June 2019, Rotterdam, The Netherlands
 - 48th EMAC Conference, May 2019, Hamburg, Germany‡
 - INFORMS Marketing Science Conference, June 2018, Philadelphia, USA

- *Drug Detailing after Patent Expiry: An International Study of Generic Transition*
 - Advances in Quantitative Marketing Workshop, November 2016, Rotterdam, The Netherlands
 - INFORMS Marketing Science Conference, June 2016, Shanghai, China

- *The International Growth of Generic Pharmaceuticals: The Interplay of Regulation, Shares and Prices*
 - Marketing in Israel Conference, December 2014, Jerusalem, Israel‡
 - Marketing Dynamics Conference, May 2013, Chapel Hill, USA

- *Empirical Regularity in Academic Research Productivity Patterns in Marketing*
 - INFORMS Marketing Science Conference, June 2011, Houston, USA

- *Optimal Targeting of Advertising for New Products with Multiple Consumer Segments*
 - INFORMS Marketing Science Conference, June 2010, Cologne, Germany
 - INFORMS Annual Meeting, October 2009, San Diego, USA‡

- *Aggregate Impact of Different Brand Development Strategies*
 - INFORMS Marketing Science Conference, June 2010, Cologne, Germany‡
 - INFORMS Marketing Science Conference, June 2008, Vancouver, Canada
 - INFORMS Marketing Science Conference, June 2007, Singapore‡

Teaching Experience

University of Central Florida

- Undergraduate
 - Marketing Strategy (Spring 2020)
 - Marketing Analysis (Spring 2020)
- Graduate
 - Guest lecture in Marketing Strategy in Sports Business Management (Spring 2020)

Erasmus University Rotterdam

- Graduate:
 - Strategic Marketing Decision Making (2018, 2019)
 - Marketing Research and Analysis (2010-2017)
 - Thesis Supervision (2011-2019)

- Guest lecture in Seminar Topics in Organization and Strategy (2014)
- Undergraduate:
 - Introduction to Marketing (2012-2018)
 - Erasmus Experience Program (2013-2016)
 - Guest lecture in Erasmus Center for Entrepreneurship Academy (2014)
- Doctoral:
 - TI MPhil Seminar (Jan 2019, Nov 2019)
 - ERIM MPhil Research Clinic (2014)

State University of New York at Buffalo

- Principles of Marketing, Undergraduate Level: 2008-2010

PhD Supervision

- Co-Chair: Muhammad Asim (expected graduation: 2020)

Industry Experience

- Data Science Advisor, *E-Tail Genius* (2019)
- Applications Engineer, *Oracle Corporation* (2004-2005)
- Software Engineer, *HCL Technologies* (2003-2004)

Service

Academic Service

- Ad-hoc Reviewer for *Marketing Science*, *MIS Quarterly*, *Journal of Consumer Research*, *Journal of Business Research*, *Journal of Product and Brand Management*, *ACR Conference*, *Summer AMA Marketing Educator's Conference*, and *Winter AMA Marketing Educator's Conference*
- Organized special session on pharmaceutical marketing in INFORMS Marketing Science Conference 2016

University Service (University of Central Florida)

- Marketing Department Master's Program Committee (2020)

University Service (Erasmus University Rotterdam)

- Faculty Search Committee (2017, 2018, 2019)
- Academic Director of the MSc Marketing program (2016-2019)
- Chair of Erasmus Marketing Thesis Award (2016-2017)
- Reviewer for Erasmus Marketing Thesis Award (2011-2015)
- Chair of organizing committee for 'Advances in Quantitative Marketing' workshop (2016)
- Member of organizing committee for Erasmus Dies Natalis to award honorary doctorates to John Hauser and Dan Ariely (2016)
- Co-Director of the Erasmus Center for Marketing and Innovation (2015-present)
- Coordinated Education Innovation for Bachelor Marketing course (2014-2016)
- Project board member for restructuring the Erasmus School of Economics website (2015)
- Organized ESOMAR (European Society for Opinion and Marketing Research) Career Event (2014, 2015)

- Panel member in Erasmus Marketing Conference on Emerging Marketing Trends (2013)
- Judge in BP Target Neutral Case Competition organized by the Study Association of the Rotterdam School of Management (STAR) (2012)

Software Skills

MATLAB, SAS, SPSS, R, SQL, C, C++, Java, Python

References

Available upon request