

Gautham Gopal Vadakkepatt
Associate Professor of Marketing
Aug 2023

Department of Marketing
 College of Business Administration
 University of Central Florida
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ACADEMIC APPOINTMENTS

Associate Professor of Marketing, *University of Central Florida*, August 2023 – present

Associate Professor of Marketing, *George Mason University*, 2021 – July 2023

Director of Center for Retail Transformation, *George Mason University*, 2020 – July 2023

Assistant Professor of Marketing, *George Mason University*, 2014- 2021

Assistant Professor of Marketing, *University of Central Florida*, 2010- 2014

EDUCATION

Ph.D. Marketing, 2010, Texas A&M University

M.S in Marketing, 2004, Texas A&M University

M.E. in Industrial Engineering, 2002, Texas A&M University

Bachelor of Technology in Mechanical Engineering, 1999, Calicut University, India

RESEARCH INTERESTS

Marketing strategy with a focus on non-product market strategies (sustainability, corporate social responsibility, corporate activism, and political management) and product market strategy (social media, innovation and emerging technologies)

ACADEMIC JOURNAL PUBLICATIONS

Vadakkepatt, Gautham G., Andrew Bryant, Ronald. P. Hill, and Joshua Nunziato (2022) “Can Advertising Benefit Women’s Development? Preliminary Insights from a Multi-Method Investigation,” *Journal of Academy of Marketing Science*, 50(3), 503-520 (equal contribution by authors)

- Featured in Forbes (Spain & Czech)

Kelly Martin, Brett Josephson, Gautham Vadakkepatt and Jean Johnson (2021), “Lobbying and the Like: Managing the Regulatory Environment,” *NIM Marketing Intelligence Review*, 13(2), 38-43.

Vadakkepatt, Gautham G., Sandeep Arora, Kelly Martin, and Neeru Paharia (2022), “Shedding Light on the Dark Side of Lobbying: A Customer Perspective” *Journal of Marketing*, 86(3), 79-97 (equal contribution by authors)

- Featured on AMA website, Phys.org, and *Marketing Brew* amongst others.

Vadakkepatt, Gautham G., Venkatesh Shankar and Rajan Varadarajan (2021), “Should Firm’s Invest More in Marketing or R&D to Maintain Sales Leadership? An Empirical Analysis of Sales Leader Firms.” *Journal of the Academy of Marketing Science*, 49, 1088-1108

Gautham Vadakkepatt, Karen Winterich, Vikas Mittal, Lauren Beitelspacher, Walter Zinn, John Aloysius, Jessica Ginger, Julie Reilman, Emi Caarderalli and Jerod Mounce (2021), “Sustainable Retailing,” *Journal of Retailing*, 97(1), 62-80.

- **Winner, 2021 Davidson Award**

Korschun, Daniel, Kelly D. Martin and Gautham G. Vadakkepatt (2020), “Marketing’s Role in Understanding Political Activity.” *Journal of Public Policy & Marketing*, 39 (4), 378-387, guest editorial, Special Issue on Political Activity and Marketing (equal contribution by authors, authors are listed alphabetically)

Hoppner, Jessica and Vadakkepatt, Gautham (2019), “Examining Moral Authority in the Marketplace: A Conceptualization and Framework,” *Journal of Business Research*, 45, 417-427.

Martin, Kelly D., Brett Josephson, Gautham G. Vadakkepatt, and Jean J. Johnson (2018) “Political Management, R&D, and Advertising Capital in the Pharmaceutical Industry: A Good Prognosis?” *Journal of Marketing*, 82(3), 87-107. (Equal contribution by authors)

Ya, You, Gautham G. Vadakkepatt, and Amit Joshi (2015), “A Meta-analysis of Electronic Word-of-Mouth Elasticity,” *Journal of Marketing*, 79(2), 19- 39. (equal contribution by authors)

- **Finalist, 2020 Sheth Foundation/Journal of Marketing Award for Long-term Impact**
- **Winner, 2015 Marketing Science Institute/H. Paul Root Best Paper Award**
- Featured in *Empirical Generalizations about Marketing Impact*, 2nd Edition

Varadarajan, Rajan, Raji Srinivasan, Gautham Gopal Vadakkepatt, Manjit S. Yadav, Paul A. Pavlou, Sandeep Krishnamurthy and Tome Krause (2010), “Interactive Technologies and Retailing Strategy: A Capabilities Endowment Framework,” *Journal of Interactive Marketing*, 24(2), 96-110.

OTHER PUBLICATIONS

Vadakkepatt, Gautham G., Venkatesh Shankar, and Rajan Varadarajan, “Survival of Manufacturing Firms in Fortune 500: The Roles of Marketing Capital and R&D Capital,” *Marketing Science Institute Reports*, 2010, 10-110.

CONFERENCE PRESENTATIONS

Vadakkepatt, Gautham G., Sandeep Arora, Kelly D. Martin and Neeru Paharia, “Lobbying, Political Ideology and Customer Perceptions” Special Session on Nonmarket Factors, Marketing Strategy and Firm Outcomes, American Marketing Association Marketing Educators’ 2020 Winter Conference, San Diego, CA.

Vadakkepatt, Gautham G., Daniel Korschun, and Kelly D. Martin “Political Activity and Marketing,” 2020 Marketing & Public Policy Conference, virtual.

Vadakkepatt, Gautham G., Kelly D. Martin, Neeru Paharia, and Sandeep Arora, “Unintended Consequences of Lobbying,” American Marketing Association Marketing Educators’ 2019 Winter Conference, Austin TX.

Shaner, Matt, Gautham G. Vadakkepatt, and Kexin Xiang “Curb Your Enthusiasm: The Influence of Top Management Team Regulatory Focus on New Product Launches and the Proclivity Towards Patent Infringement,” American Marketing Association Marketing Educators’ 2019 Winter Conference, Austin TX.

Vadakkepatt, Gautham G. and Kelly D. Martin “Unintended Consequences of Lobbying,” *Data, Dollars and Votes Conference*, Georgetown University 2018 (*By invitation only conference*).

Vadakkepatt, Gautham G., J. Aier, and Amit Joshi "CEO Characteristics and Marketing Decision Making -An Empirical Investigation," *INFORMS Marketing Science Conference*, Shanghai, China, July 2015.

Vadakkepatt, Gautham G. and Amit Joshi, "Minimizing Myopic Advertising and R&D Investments: The Role of Corporate Governance Mechanisms," Marketing Strategy Meets Wall Street III, Frankfurt Germany, July 2013 (*By invitation only conference*).

Vadakkepatt, Gautham G. "How Do Customers Perceive a Firm's Lobbying Effort?" *INFORMS Marketing Science Conference*, Boston, July 2012.

Vadakkepatt, Gautham G. and Amit Joshi, "Minimizing Myopic Marketing Investments: The Role of Corporate Governance Mechanisms," *INFORMS Marketing Science Conference*, Boston, July 2012 (*Presented by Amit Joshi*).

Vadakkepatt, Gautham G. and Reo Song, "The Impact of Capital Structure Decisions on Marketing Action and Performance," Marketing Meets Wall Street II (*Presented by Reo Song*) (*by invitation*).

Vadakkepatt, Gautham G. and Reo Song, "The Impact of Capital Structure Decisions on Marketing Action and Performance," *INFORMS Marketing Science Conference*, Houston, June 2009 (*Presented by Reo Song*).

Vadakkepatt, Gautham G., Venkatesh Shankar and Rajan Varadarajan, "The Effect of Marketing and R&D Effort on Organic Growth of Leading Firms," *INFORMS Marketing Science Conference*, Houston, June 2009.

Vadakkepatt, Gautham G., Venkatesh Shankar, and Rajan Varadarajan, "The Effect of Marketing and R&D Effort on Organic Growth of Leading Firms," American Marketing Association Marketing Educators' 2011 Winter Conference, Austin, TX. .

Vadakkepatt, Gautham G., Venkatesh Shankar, and Rajan Varadarajan, "The Effect of Marketing and R&D Effort on Leading Firm Survival," *INFORMS Marketing Science Conference*, Ann Arbor, Michigan, June 2009.

HONORS AND AWARDS

2023: Rethink Retail Top Influencer

2021: Davidson Award for Best Paper in Journal of Retailing

2022: Rethink Retail Top Influencer

2021: Rethink Retail Top Influencer

2020: Finalist, Sheth Foundation/ Journal of Marketing Award for Long-term Impact

2019: Best Paper in Track (Complexity of Inter-firm relationships) Award, American Marketing Association Marketing Educators' 2019 Winter Conference

2018: Outstanding Research Publication Award, George Mason University

2018: Summer Research Funding Award, George Mason University

2017: Outstanding Teaching in Major Award, George Mason University

2015: Winner, Marketing Science Institute /H. Paul Root Award

2015: Outstanding Research Publication Award, George Mason University

2012: University of Central Florida College of Business Summer Research Competitive Award

2011: University of Central Florida Office of Research and Commercialization In-House Competitive Summer Research Award

2009: Finalist, ISBM (Institute for Study of Business-to-Business Markets at Penn State University) Business Marketing Doctoral Support Award Competition

2009: Texas A&M University Mays Business School Doctoral Student Award for Outstanding Teaching

2009: American Marketing Association /Sheth Foundation Doctoral Consortium Fellow

2008: Aggie 100 Scholar Award, The Center for New Ventures and Entrepreneurship, Texas A&M University

2007: Ewing Marion Kauffman Foundation Fellowship

2007: Ewing Marion Kauffman/West Coast Research Doctoral Consortium Competitive Scholarship

2006: Ewing Marion Kauffman /UIC Competitive Scholarship

COURSES TAUGHT AND INSTRUCTOR EVALUATIONS

Course	Average Course Evaluations (5.00 max)
Retail and e-commerce management (UG)	4.86
Marketplace disruptions and business model innovation (Exec)	4.57
Marketing Analytics for New Product Introductions (UG)	4.73
Marketing Analytics (G)	4.65
Principles of Marketing (UG)	4.70
Marketing of Innovations and Technology Products/Services (G)	4.47
Marketing Management (UG)	4.27
Marketing Strategy (UG)	4.44
Marketing Research (UG)	3.94
Marketing Strategy (Ph.D)	4.75

UG = Undergraduate Class, G = MBA Class; Exec = Executive Education,
 Spring 2020 GPA and evaluations not included due to COVID
 Outstanding Professor in Major Recipient 2017 and 2021.

SELECTED SERVICE ACTIVITIES

Professional Service and Reviewing

- 2019-2020: Co-Editor, Special Issue on Political Activity and Marketing, *Journal of Public Policy & Marketing*
- 2016- Current: Editorial Review Board Member, *Journal of Business Research* (Retail)
- 2020- Current: Editorial Review Board Member, *Journal of Public Policy and Marketing*
- 2016- Current: Ad-hoc reviewer, *Journal of Marketing*
- 2021- Current: Ad-hoc reviewer, *Journal of the Academy of Marketing Science*
- 2016- Current: Ad-hoc reviewer, *AMS Review*
- 2016- Current: Ad-hoc reviewer, *Journal of Public Policy & Marketing*
- 2020- Current: Ad-hoc reviewer, *Journal of Interactive Marketing*
- 2021-Current: Ad-hoc reviewer, *International Journal of Research in Marketing*
- 2021- Current: Ad-hoc reviewer, *Journal of Retailing*

Service: Department Level

- a) Masters in Marketing Committee Member 2019-2020
- b) GMU Marketing Area Faculty Search Committee 2021, 2019, 2017, 2014
- c) GMU DC Colloquium Co-Organizer 2018, 2017
- d) Co-Organizer, 2015 Mason Entrepreneurship Research Conference
- e) AACSB Junior Faculty Meeting Member 2014
- f) Senior Strategy Faculty Search Committee at UCF 2010
- g) Supply Chain Management Faculty Search Committee at UCF 2010
- h) UCF Ph.D. Committee at Departmental Level 2011-2013
- i) UCF Journal Listing Committee 2011
- j) UCF Undergraduate Committee 2013

Service: College Level

- a) Director of Center for Retail Transformation, January 2020- July 2023
- b) GMU Strategic Planning and Accreditation Maintenance Committee, 2016-2020
- c) Inaugural Mason Collective Impact Summer Speaker Series participant
- d) Laptop Policy Revision Team, 2015-2016
- e) Business Analytics Minor Committee, 2015-2016

f) Undergraduate Committee on Minors, GMU, 2015-2016

Service: Instruction and Mentoring of Students

- 1) Mentoring Activities
Mentoring of Marketing Majors, 2015-2019
- 2) Ph.D Dissertation Committee Member
 - a) Ya You (UCF)
 - b) Kevin Cevesco (GMU Public Health)
 - c) Robin Joy (IIM Jammu)
- 3) Independent/Directed Studies
 - a) Digital Marketing Analytics
 - b) Graduate Marketing Analytics Independent Studies (CS and DAEN)
 - c) Advanced Market Research Methods for New Product Development
 - d) Marketing Automation