

SREEDHAR MADHAVARAM

Marketing Alumni Professor
United Supermarkets, Inc. Professor of Marketing
Texas Tech University
Jerry S. Rawls College of Business
Area of Marketing and Supply Chain Management
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EDUCATION

Texas Tech University, Lubbock, TX
Ph.D. in Business Administration, Major: Marketing, August 2005

Texas Tech University, Lubbock, TX
Master of Science in Business Administration, Major: Marketing, August 2000

Osmania University, Hyderabad, India
Master of Business Administration, Major: Marketing, June 1996

Manipal Institute of Technology, Manipal, India
Bachelor of Engineering, Major: Electronics and Communications, June 1993

EMPLOYMENT EXPERIENCE

2022 onwards	United Supermarkets, Inc. Professor of Marketing, Texas Tech University
2019 onwards	Area Coordinator (Department Chair), Marketing and Supply Chain Management, Jerry S. Rawls College of Business
2019 onwards	Marketing Alumni Professor, Texas Tech University
2019 onwards	Professor of Marketing, Texas Tech University
2016 – 2018	Professor of Marketing, Cleveland State University
Spring 2016	Interim Chair, Department of Marketing, Cleveland State University
2010 – 2016	Associate Professor of Marketing, Cleveland State University
2005 – 2010	Assistant Professor of Marketing, Cleveland State University

CONSULTING EXPERIENCE

2016 – 2018 FedEx

RESEARCH INTERESTS

Marketing Theory; Marketing Strategy; Capabilities, Capability Building; Conceptual Advances in Marketing; Organizational Knowledge; Sales Management

PUBLICATIONS

- Madhavaram, Sreedhar (2024), "Chartering Marketing Strategy and Marketing Management (MS&MM) Research toward Greater Relevance and Impact," *Journal of Business Research*. 114667.
- Madhavaram, Sreedhar, Kenneth D. Hall, Amit K. Ghosh, and Vishag Badrinarayanan (2024), "Building Upstream Supplier Capabilities for Downstream Customization: The Role of Collaboration Capital," *Journal of Business Logistics*, 45 (1), e12369. **5*** on *Rawls Journal List*.
- Gudigantala, Naveen, Sreedhar Madhavaram, and Pelin Bicen (2023), "An AI Decision-Making Framework for Business Value Maximization," *AI Magazine*. 44 (1), 67-84.
- Madhavaram, Sreedhar, Kerry T. Manis, Siavash Rashidi-Sabet, and Daniel Taylor (2023), "Capability Bundling for Supply Chain Management Effectiveness: An Integrative Framework and Research Agenda," *Journal of Business Logistics*. 44 (2), 170-197. **5*** on *Rawls Journal List*.
- Madhavaram, Sreedhar, Radha Appan, Kerry T. Manis, and Glenn J. Browne (2023), "Building Capabilities for Software Development Firm Competitiveness: The Role of Intellectual Capital and Intra-Firm Relational Capital," *Information & Management*. 60 (2), 103744. **5** on *Rawls Journal List*.
- Manis, K.T. and Sreedhar Madhavaram (2023), "AI-Enabled Marketing Capabilities and the Hierarchy of Capabilities: Conceptualization, Proposition Development, and Research Avenues," *Journal of Business Research*. 157, 113485. **5** on *Rawls Journal List*.
- Madhavaram, Sreedhar and Hunter Hatfield (2022), "Continuing the manifesto conversation: Toward building a renewal capability for the marketing discipline," *AMS Review*. 12 (3-4), 188-195. **5** on *Rawls Journal List*.
- Hunt, Shelby D., Sreedhar Madhavaram, and Hunter N. Hatfield (2022), "The marketing discipline's troubled trajectory: The manifesto conversation, candidates for central focus, and prognosis for renewal," *AMS Review*. 12 (3-4), 139-156. **5** on *Rawls Journal List*.
- Badrinarayanan, Vishag, Sreedhar Madhavaram, and K.T. Manis (2022), "The Role of Technology-Enabled Sales Capability in Responding to Pandemic-Induced Changes: A Capabilities-Based Contingency Framework," *Journal of Personal Selling and Sales Management*. 42 (4), 358-376. **5** on *Rawls Journal List*.
- Rashidi-Sabet, Siavash, Sreedhar Madhavaram, and Atul Parvatiyar (2022), "Strategic Solutions for the Climate Change Social Dilemma: An Integrative Taxonomy, a Systematic Review, and Research Agenda," *Journal of Business Research*. 146, 619-635. **5** on *Rawls Journal List*.
- Hunt, Shelby D. and Sreedhar Madhavaram (2022), "Masterful Operant Resources, Masterful Marketing Competences, and the Masterful Marketing Academic," *Journal of Marketing*

Management. Advance online publication. <https://doi.org/10.1080/0267257X.2022.2083215>. **4** on Rawls Journal List.

Rashidi-Sabet, Siavash and Sreedhar Madhavaram (2022), "A Strategic Marketing Framework for Emerging out of the *Climate Change Social Trap*: The Case of the Fashion Industry," *Journal of Macromarketing*, 42 (2), 267-291. **5** on Rawls Journal List.

Appan, Radha, Glenn J. Browne, and Sreedhar Madhavaram (2022), "Users' Willingness to Provide Information Requirements for Systems Development: An Integrated Model and Empirical Investigation" *The DATA BASE for Advances in Information Systems*, 53 (1), 80-105. **5** on Rawls Journal List.

Madhavaram, Sreedhar, Shelby D. Hunt, and Pelin Bicen (2021), "Building Customization Capability in B2B Marketing: The Role of Organizational Capital," *Journal of Marketing Management*, 37 (13-14), 1409-1435. **4** on Rawls Journal List.

Bicen, Pelin, Shelby D. Hunt, and Sreedhar Madhavaram (2021), "Coopetitive Innovation Alliance Performance: Alliance Competence, Alliance's Market Orientation, and Relational Governance," *Journal of Business Research*, 123, 23-31. **5** on Rawls Journal List.

Madhavaram, Sreedhar (2021), "Shelby D. Hunt's Contributions to the Marketing Discipline: Research Programs, Impact, and Compelling Opportunities," *Journal of the Global Scholars of Marketing Science*, 31 (2), 125-129.

Madhavaram, Sreedhar (2021), "The conceptual contributions of Shelby D. Hunt: Foundations for advancing the marketing discipline," *Journal of the Global Scholars of Marketing Science*, 31 (2), 234-254.

Choi, David, Sreedhar Madhavaram, and Hyun Young Park (2020), "The Role of Hedonic and Utilitarian Motives on the Effectiveness of Partitioned Pricing," *Journal of Retailing*, 96 (2), 251-265. **5*** on Rawls Journal List.

Hunt, Shelby D. and Sreedhar Madhavaram (2020), "Adaptive marketing capabilities, dynamic capabilities, and renewal competences: The "outside vs. inside" and "static vs. dynamic" controversies in strategy," *Industrial Marketing Management*, 89, 129-139. **5** on Rawls Journal List.

Shah, Purvi, Debra A. Laverie, and Sreedhar Madhavaram (2020), "Summative and Formative Evaluation of Marketing Teaching Portfolios: A Pedagogical Competence Based Rubric," *Marketing Education Review*, 30 (4), 208-224. **4** on Rawls Journal List.

Badrinarayanan, Vishag, Indu Ramachandran, and Sreedhar Madhavaram (2019), "Mirroring the Boss: Ethical Leadership, Emulation Intentions, and Salesperson Performance," *Journal of Business Ethics*, 159 (3), 897-912. **5** on Rawls Journal List.

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Badrinarayanan, Vishag, Indu Ramachandran, and Sreedhar Madhavaram (2019), "Resource Orchestration and Dynamic Managerial Capabilities: Focusing on Sales Managers as Effective Resource Orchestrators," *Journal of Personal Selling & Sales Management*, 39 (1), 23-41. **5 on Rawls Journal List.**

Shah, Purvi, Sreedhar Madhavaram, Debra A. Laverie (2019), "Developing and Demonstrating Effective Pedagogy in Marketing Education: Pedagogical Competence as an Organizing Framework for Teaching Portfolios," *Marketing Education Review*, 29 (4), 283-304. **4 on Rawls Journal List.**

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The preceding article is reprinted in: *Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering*. Information Resources Management Association.

Madhavaram, Sreedhar, Victor Matos, Ben Blake, and Radha Appan (2017), "ICTs in the context of disaster management, stakeholders, and implications," *Journal of Information, Communication & Ethics in Society*.

McDonald, Robert E., Jay Weerawardena, Sreedhar Madhavaram, and Gillian Sullivan Mort (2015), "From 'virtuous' to 'pragmatic' pursuit of social mission: A sustainability-based typology of nonprofit organizations and corresponding strategies," *Management Research Review*, 38 (9), 970-991.

Madhavaram, Sreedhar, Andrew Gross, and Appan, Radha (2014), "Knowledge Needs of Firms: The Know-X Framework for Marketing Strategy," *Academy of Marketing Science Review*. 4 (3-4), 63-77. **5 on Rawls Journal List.**

Madhavaram, Sreedhar, Elad Granot, and Vishag Badrinarayanan (2014), "Relationship Marketing Strategy: An Operant Resource Perspective," *Journal of Business and Industrial Marketing*, 29 (4), 275-283. **4 on Rawls Journal List.**

Chowdhury, Tilottama G., Sreedhar Madhavaram, S. Ratneshwar, and R. Standifer (2014), "The Appropriateness of Different Modes of Strategy from a Product-Market Perspective," *Journal of Strategic Marketing*, 22 (5), 442-468. **4 on Rawls Journal List.**

Badrinarayanan, Vishag, Enrique Becerra, and Sreedhar Madhavaram (2014), "Purchase Intentions in Online Stores of Multichannel Retailers: Influence of Congruity in Store-Attribute Dimensions and Self-Image," *Journal of Retailing and Consumer Services*, 21 (6), 1013-1020. **5** on Rawls Journal List.

Hunt, Shelby D. and Sreedhar Madhavaram (2014), "Teaching Dynamic Competition," *Atlantic Marketing Journal*, 3 (2), 80-93.

Bicen, Pelin and Sreedhar Madhavaram (2013), "Research on Smart Shopper Feelings: An Extension," *Journal of Marketing Theory and Practice*, 21 (2), 225-239. **4** on Rawls Journal List.

Badrinarayanan, Vishag, Enrique P. Becerra, Chung-Hyun Kim, and Sreedhar Madhavaram (2012), "Transference and congruence effects on purchase intentions in online stores of multi-channel retailers: initial evidence from the U.S. and South Korea," *Journal of the Academy of Marketing Science*, 40 (4), 539-557. **5*** on Rawls Journal List.

**JAMS is a Financial Times 50 (FT-50) Journal

Hunt, Shelby D. and Sreedhar Madhavaram (2012), "Managerial Action, Conceptual Frameworks, and Resource-Advantage Theory," *Journal of Business and Industrial Marketing*, 27(7), 582-591. **4** on Rawls Journal List.

Outstanding Paper Award Winner, Literati Network Awards for Excellence 2013 (For an article that appeared in *Journal of Business and Industrial Marketing* in 2012)

Arnett, Dennis B. and Sreedhar Madhavaram (2012), "Multinational Enterprise Competition: Grounding the Eclectic Paradigm of Foreign Production in Resource-Advantage Theory," *Journal of Business and Industrial Marketing*, 27(7), 572-581. **4** on Rawls Journal List.

Madhavaram, Sreedhar, Vishag Badrinarayanan, and Elad Granot (2011), "Approaching Global Industrial Marketing from a Managerial Cognition Perspective: A Theoretical Framework," *Journal of Business and Industrial Marketing*, 26 (7), 532-541. **4** on Rawls Journal List.

Badrinarayanan, Vishag, Sreedhar Madhavaram, and Elad Granot (2011), "Global Virtual Sales Teams (GVSTs): A Conceptual Framework of the Influence of Intellectual and Social Capital on Effectiveness," *Journal of Personal Selling & Sales Management*, 31 (3), 311-324. **5** on Rawls Journal List.

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Madhavaram, Sreedhar and Radha Appan (2010), "The Potential Implications of Web-Based Marketing Communications for Consumers' Implicit and Explicit Brand Attitudes: A Call for Research," *Psychology & Marketing*, 27 (2), 186-202. *5 on Rawls Journal List.*

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Madhavaram, Sreedhar and Radha Appan (2010), "Developing Complex, Business-to-Business Products: Issues and Implications," *Management Research Review*, 33 (7), 715-733.

Madhavaram, Sreedhar and Shelby D.Hunt (2008), "The Service Dominant Logic and a Hierarchy of Operant Resources: Developing Masterful Operant Resources and Implications for Marketing Strategy," *Journal of the Academy of Marketing Science*, 36 (1), 67-82. *5* on Rawls Journal List.*

The preceding article is reprinted in: *Legends in Marketing Series – Shelby D. Hunt, Volume 7, Marketing Management and Strategy*, Rajan Varadarajan, ed., Thousand Oaks, CA: The Sheth Foundation and Sage Publications.

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Badrinarayanan, Vishag and Sreedhar Madhavaram (2008), "Workplace Spirituality and the Selling Organization: A Conceptual Framework," *Journal of Personal Selling & Sales Management*, 28 (4), 421-434. *5 on Rawls Journal List.*

Laverie, Debra A., Sreedhar Madhavaram and Robert E. McDonald (2008), "Developing a Learning Orientation in the Classroom: The Role of Team-Based Active Learning," *Marketing Education Review*, 18 (3), 37-51. *4 on Rawls Journal List.*

Badrinarayanan, Vishag and Sreedhar Madhavaram (2008), "Exploring Marketing Students' Perceptions of Pedagogical Innovations Using the Critical Incident Technique Approach," *Journal for the Advancement of Marketing Education*, 12, 32-42.

Edison, Steve W., Shelby D. Hunt, and Sreedhar Madhavaram (2007), "Inducing Salespeople to Sell Proprietary Products: Do Transaction Cost Factors Hinder? Do Relational Factors Help?" *Marketing Management Journal*, 17 (1), pp. 1-14.

The preceding article is reprinted in: *Legends in Marketing Series – Shelby D. Hunt, Volume 7, Marketing Management and Strategy*, Rajan Varadarajan, ed., Thousand Oaks, CA: The Sheth Foundation and Sage Publications.

Robert E. McDonald and Sreedhar Madhavaram (2007), "Marketing of Professional Project Services: An Exploratory Study of the Role of Operant Resources in the Context of Architectural Firms," *Marketing Management Journal*, 17 (1), pp. 95-111.

Robert E. McDonald and Sreedhar Madhavaram (2007), “What Firms Learn Depends on What Firms Know: The Implications of Prior Knowledge for Market Orientation,” *Marketing Management Journal*, 17 (1), pp. 171-183.

Hunt, Shelby D., Dennis B. Arnett, and Sreedhar Madhavaram (2006), “Explanatory Foundations of Relationship Marketing Theory,” *Journal of Business and Industrial Marketing*, 21 (2), pp. 72-87. **4 on Rawls Journal List.**

Emerald Literati Highly Commended Award, 2007 (For an article that appeared in *Journal of Business and Industrial Marketing* in 2006)

One of the top ten articles downloaded in Russia from Emerald website from 2005-2008

Included in *Emerald Reading List Assist* for the marketing discipline

The preceding article is reprinted in: *Legends in Marketing Series – Shelby D. Hunt, Volume 8, Relationship Marketing*, Robert M. Morgan, ed., Thousand Oaks, CA: The Sheth Foundation and Sage Publications.

Hunt, Shelby D., Dennis B. Arnett, and Sreedhar Madhavaram (2006), “For Dynamic Relationship Marketing Theory: A Reply to Rese,” *Journal of Business and Industrial Marketing*, 21(2), pp. 92-93. **4 on Rawls Journal List.**

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Hunt, Shelby D. and Sreedhar Madhavaram (2006), “Teaching Marketing Strategy: Using Resource-Advantage Theory as an Integrative Theoretical Foundation,” *Journal of Marketing Education*, 28 (2), 93-105. **5 on Rawls Journal List.**

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Madhavaram, Sreedhar, Vishag Badrinarayanan, Robert E. McDonald (2005), “IMC and Brand Identity as Critical Components of Brand Equity Strategy: A Conceptual Framework and Research Propositions,” *Journal of Advertising*, 34 (4), pp. 69-80. **5 on Rawls Journal List.**

The preceding article is the 4th most read/downloaded (based on the cumulative total of PDF downloads and full-text HTML views) article from 2011 till 2015.

BOOK CHAPTERS

Madhavaram, Sreedhar (2011), “The Implications of Resource Advantage Theory for Marketing Strategy and Marketing Management,” in Dennis B. Arnett (Ed.), *Legends in Marketing Series – Shelby D. Hunt, Volume 10, Resource Advantage Theory: The Research Tradition Period*, Thousand Oaks, CA: The Sheth Foundation and Sage Publications.

Madhavaram, Sreedhar and Radha Appan (2006), “Marketing Strategy: The Role of Information Technology Enabled Capabilities,” in Bruce Walters and Zaiyong Tang (Eds.), *IT-Enabled Strategic Management: Increasing Returns for the Organization*, Idea Group: Hershey, PA.

Hunt, Shelby D. and Sreedhar Madhavaram (2006), “The Service-Dominant Logic of Marketing: Theoretical Foundations, Pedagogy, and Resource-Advantage Theory,” in Lusch, R.F. and Vargo, S.L. (Eds.), *Toward a Service-Dominant Logic of Marketing: Dialog, Debate and Directions*, Armonk, NY: M.E. Sharpe.

The preceding book chapter is reprinted in: *Legends in Marketing Series – Shelby D. Hunt, Volume 7, Marketing Management and Strategy*, Rajan Varadarajan, ed., Thousand Oaks, CA: The Sheth Foundation and Sage Publications.

CONFERENCE PRESENTATIONS/PROCEEDINGS

Acharya, Manaswini and Sreedhar Madhavaram (2024), “Human touch in AI-enabled marketing: toward an integrative framework,” *2024 Academy of Marketing Science Conference*.

Acharya, Manaswini and Sreedhar Madhavaram (2024), “Reconciling Identity-Based Approaches for Effective Brand Equity Strategy,” *2024 Winter AMA Conference*.

Rashidi-Sabet, Siavash and Sreedhar Madhavaram (2024), “The Impact of CSR on Future Performance: The Role of Marketing Mechanisms and Capability Contingencies,” *2024 Winter AMA Conference*.

Bolton, Dorcia and Sreedhar Madhavaram (2023), “Should I Stay or Should I Go? The Role of Perceived Organizational Support as a Mediating Mechanism in the Context of Salespeople’s Turnover Intentions,” *2023 Academy of Marketing Science Conference*.

Manis, K.T. and Sreedhar Madhavaram (2023), “Dynamic Managerial Capabilities and Technology-Enabled Sales Capability,” *2023 Academy of Marketing Science Conference*.

Rashidi-Sabet, Siavash and Sreedhar Madhavaram (2023), “Viewing Social Media from a Social Trap Perspective: Implications for Marketing Strategy,” *2023 Academy of Marketing Science Conference*.

Hatfield, Hunter, and Sreedhar Madhavaram (2023), “Resource Scarcity Implications for Marketing Strategy,” *2023 Winter Marketing Educators’ Conference*.

Rashidi-Sabet, Siavash, Ankit Anand, and Sreedhar Madhavaram (2023), “Corporate DEI Initiatives, Customer Engagement, and Firm Value,” *2023 Winter AMA Conference*.

Rashidi-Sabet, Siavash and Sreedhar Madhavaram (2022), “Strategic Marketing Solutions for the Climate Change Social Dilemma,” *2022 Academy of Marketing Science Conference*.

Rashidi-Sabet, Siavash and Sreedhar Madhavaram (2022), “Resolving the Climate Change Social Dilemma and Brand Value: Conceptualizing a Framework Involving Social Responsibility Practices and Public Policy,” *2022 Winter Marketing Educators’ Conference*.

Rashidi Sabet, Siavash and Sreedhar Madhavaram (2021), “Marketing Solutions for Social Dilemmas: A Systematic Review, Taxonomy of Marketing Solutions, and Research Agenda,” *2021 Academy of Marketing Science Annual Conference*.

Manis, K.T. and Sreedhar Madhavaram (2021), “AI-Enabled Top- and Mid-Level Marketers: Integrating Systematic Review and Topic Modeling Approaches for Theory Development in Marketing,” *2021 Winter Marketing Educators’ Conference*.

Rashidi Sabet, Siavash and Sreedhar Madhavaram (2021), “Climate Change, Social Traps, and Marketing Strategy: An Exploration of Leading Firms in the Fashion Industry,” *2021 Winter Marketing Educators’ Conference*.

Manis, K.T. and Sreedhar Madhavaram (2020), “AI-enabled marketing capabilities: an exploration through the hierarchy of operant resources (HOR) perspective,” *2020 Academy of Marketing Science Annual Conference*.

Manis, K.T. and Sreedhar Madhavaram (2019), “Artificial intelligence (AI) and strategy related processes and issues: Exploring AI’s role in facilitating top manager (TM) and middle manager (MM) effectiveness,” *2019 AI and Strategy Workshop*.

Madhavaram, Sreedhar, Vishag Badrinarayanan, Radha Appan, and Indu Ramachandran (2019), “Solutions salesperson’s problem solving approaches: an exploration from the customer’s perspective,” *2019 Academy of Marketing Science World Marketing Congress*.

Madhavaram, Sreedhar, Vishag Badrinarayanan, and Robert E. McDonald (2019), “Top management emphasis and silo-spanning communication for marketing knowledge integration: an empirical examination,” *2019 Academy of Marketing Science Annual Conference*.

Madhavaram, Sreedhar, Dorcia E. Bolton, and Vishag Badrinarayanan (2019), “Implications of the developments in metaphors research for marketing communications: a review and research agenda,” *2019 Academy of Marketing Science Annual Conference*.

Bolton, Dorcia E. and Sreedhar Madhavaram (2019), “How can targeted price promotion create value for firms in B2C relationships? A systematic review and research agenda,” *2019 Academy of Marketing Science Annual Conference*.

Appan, Radha, Dinko Basic, and Sreedhar Madhavaram (2018), "Security Related Information Sharing among Firms: Potential Theoretical Explanations," *2018 Americas Conference on Information Systems*.

Bolton, Dorcia and Sreedhar Madhavaram (2018), "Firm Loyalty to Consumers (FLC) and Relationship Marketing: A Conceptual Framework," *2018 Academy of Marketing Science Annual Conference*.

Badrinarayanan, Vishag, Indu Ramachandran, and Sreedhar Madhavaram (2018), "Sales Managers' Ethical Leadership and Salesperson Outcomes: The Role of Emulation Intentions," *2018 Academy of Marketing Science Annual Conference*.

Badrinarayanan, Vishag, Indu Ramachandran, and Sreedhar Madhavaram (2018), "Leading by Example: Sales Leadership, Worthiness of Being Followed, and Salesperson Behaviors," *2018 Winter Marketing Educators' Conference*.

Madhavaram, Sreedhar, and Radha Appan (2017), "Marketing Strategy, Decision Science, and Strategic Cognition: An Integrative Framework and Research Agenda," *11th Great Lakes NASMEI Marketing Conference*.

Madhavaram, Sreedhar, Shelby D. Hunt, and Pelin Bicen (2017), "Introducing the FREE (Internal Resources and External Environment) Framework as an Alternative to SWOT," *2017 Academy of Marketing Science Conference*.

Madhavaram, Sreedhar, Dorcia Bolton, and Vishag Badrinarayanan (2017), "Metaphors and Sales Management: A Review and Research Agenda," *2017 Academy of Marketing Science Conference*.

Madhavaram, Sreedhar, Vishag Badrinarayanan, and Robert E. McDonald (2017), "Grafting the Knowledge of Chief Marketing Officers (CMOs): The Key to CMO Impact on Firm Performance?," *2017 Winter Marketing Educators' Conference*.

Madhavaram, Sreedhar, Vishag Badrinarayanan, and Pelin Bicen (2016), "Contributions of Conceptual Research on Marketing Strategy to Marketing Management: An Organizing Framework," *2016 Winter Marketing Educators' Conference*.

Madhavaram, Sreedhar and Pelin Bicen (2016), "Persistent Innovation and Firm Orientations: A Conceptual Framework," *2016 Academy of Marketing Science Annual Conference*.

Appan, Radha and Sreedhar Madhavaram (2016), "Premature Adoption of Technological and/or Administrative Innovations in Marketing: Exploring the Issues and Implications through a Competitive Advantage Lens," *2016 Academy of Marketing Science Annual Conference*.

Bolton, Dorcia and Sreedhar Madhavaram (2016), "Exploring the Dark Side of Relationship Marketing: A Systematic Review and Implications," *2016 Academy of Marketing Science Annual Conference*.

Badrinarayanan, Vishag, Indu Ramachandran, Sreedhar Madhavaram (2016), "Mirroring the Boss: Influence of Ethical Leadership on Salesperson Ethical Behavior and Performance," *2016 Academy of Marketing Science Annual Conference*.

Madhavaram, Sreedhar and Vishag Badrinarayanan (2015), "Business-to-Business Solution Provision: An Empirical Investigation of the Deliberate Vs. Creative Problem Solving Routines of Salespeople," *2015 Academy of Marketing Science Annual Conference*.

Madhavaram, Sreedhar, Vishag Badrinarayanan, and Pelin Bicen (2015), "Integrated Marketing Communication (IMC): Conceptual and Theoretical Lacunae, Foundational Premises, and Framework," *2015 Academy of Marketing Science Annual Conference*.

Madhavaram, Sreedhar, Pelin Bicen, and Radha Appan (2013), "Continuous Innovation in Technology Firms: Exploring the Role of Strategic Firm Orientations," *PDMA India 5th International Conference*.

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Badrinarayanan, Vishag, Enrique P. Becerra, and Sreedhar Madhavaram (2012), "Trust, Attitudes, and Purchase Intentions in Online Stores of Multichannel Retailers: Influence of Congruity in Store-Attribute Dimensions and Self-Image," *American Marketing Association 2012 Winter Educators Conference*.

Szocs, Courtney and Sreedhar Madhavaram (2012), "Exploring *Fashionistas*: Fashion Periodicals, Retailer Strategies, Consumer Perceptions, and a Framework for Fashionista Identification," *American Marketing Association 2012 Winter Educators Conference*.

Jayanti, Rama, Sreedhar Madhavaram, and Michael Wachter (2011), "Generative Literacy and Consumer Empowerment," *2011 North America ACR Conference*.

Badrinarayanan, Vishag and Sreedhar Madhavaram (2011), "Technology Dominant Service Interfaces: Challenges, CRM, and Key IT Capabilities," *2011 Academy of Marketing Science Annual Conference*.

Bicen, Pelin and Sreedhar Madhavaram (2010), "A Systematic Review of NPD Alliances: Themes, Central Issues, Theoretical Foundations, and Research Agenda," *2010 Academy of Marketing Science Annual Conference*.

Madhavaram, Sreedhar, Vishag Badrinarayanan, and Pelin Bicen (2010), "Critical Review as a Method of Inquiry: Issues and Implications," *2010 Academy of Marketing Science Annual Conference*.

Madhavaram, Sreedhar and Radha Appan (2010), "Deconstructing Research on Information Technology (IT) Capabilities: Implications for Marketing Strategy," *2010 Academy of Marketing Science Annual Conference*.

Madhavaram, Sreedhar, Vishag Badrinarayanan, and Robert E. McDonald (2010), "The Implications of Knowledge Grafting for Marketing Strategy," *American Marketing Association 2010 Winter Educators Conference*.

McDonald, Robert E., Jay Weerawardena, Sreedhar Madhavaram, and Gillian Sullivan Mort (2010), "A Sustainability Typology for Nonprofit Organizations: Inherent Challenges and Normative Strategies," *American Marketing Association 2010 Winter Educators Conference*.

Madhavaram, Sreedhar, Elad Granot, and Vishag Badrinarayanan (2009), "Relationship Marketing Strategy and Resource-Advantage Theory: An Operant Resource Perspective," *15th CBIM Annual Academic Workshop*.

Hunt, Shelby D. and Sreedhar Madhavaram (2009), "Resource Advantage Theory and Managerial Action: Conceptual Frameworks Emanating from a Positive Theory of Competition," *15th CBIM Annual Academic Workshop*.

Arnett, Dennis B. and Sreedhar Madhavaram (2009), "Multinational Enterprise Competition: Grounding the Eclectic Paradigm of Foreign Production in Resource-Advantage Theory," *15th CBIM Annual Academic Workshop*.

Madhavaram, Sreedhar and Elad Granot (2008), "Relationship Marketing Strategy: An Operant Resource Perspective," *2008 Society for Marketing Advances Conference*.

Granot, Elad, Thomas G. Brasher-Alejandro, and Sreedhar Madhavaram (2008), "Applying Creativity in B2B Services: Lessons from a Qualitative Examination of Creative Business Managers," *2008 Society for Marketing Advances Conference*.

Madhavaram, Sreedhar, Vishag Badrinarayanan, and Robert E. McDonald (2008), "Exploring Product Grafting as an Innovation Option," *ISBM Academic Conference 2008*.

Frey, Shelly and Sreedhar Madhavaram (2008), "Functional Food Products: Issues and Implications for Society and Firms," *American Marketing Association 2008 Winter Educators Conference*.

Appan, Radha, Sreedhar Madhavaram, Vishag Badrinarayanan, and Indu Ramachandran (2008), "Effect of Valenced Ad Format on Implicit Brand Attitudes: The Case of Pop-ups," *2008 NBES Conference*.

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Madhavaram, Sreedhar and Vishag Badrinarayanan (2006), "Toward a Theory of Integrated Marketing Communication (IMC)," in Rabi Chatterjee, Jeff Inman, and R. Venkatesh (eds.), *2006 INFORMS Marketing Science Conference*.

Madhavaram, Sreedhar and Robert E. McDonald (2006), "Metaphors and Sales Management: A Review and the Development of Knowledge Grafting as a Theoretical Metaphor for Knowledge-Based Sales Management Strategy," in Greg W. Marshall and Judy Siguaw (eds.), *2006 Academy of Marketing Science Annual Conference*.

Madhavaram, Sreedhar and Robert McDonald (2004), "Knowledge Grafting: Acquiring Knowledge through Hiring – An Application in Sales," in Cron, W.L. and Low, G.S. (Eds.), *American Marketing Association 2004 Winter Educators Conference Proceedings*, Chicago, IL: American Marketing Association, pp. 30-36.

Madhavaram, Sreedhar and Debra A. Laverie (2003), "Exploring Impulse Purchasing on the Internet," in Kahn, B.E. and Luce, M.F. (Eds.), *Advances in Consumer Research*, Vol. 31, Valdosta, GA: Association for Consumer Research, pp. 59-66.

Madhavaram, Sreedhar (2003), "Remaining Innovative in High-Technology Markets: A Conceptual Framework and Research Propositions," in Henderson, G.R. and Moore, M.C. (Eds.), *American Marketing Association 2003 Winter Educators Conference Proceedings*, Chicago, IL: American Marketing Association, pp. 192-193.

HONORS, GRANTS, AND AWARDS

DoCCA Award (Manaswini Acharya), 2024
 DoCCA Runner-Up Award (Abhishek Nirjar), 2024
AMS Review Best Paper Award, 2022
United Supermarkets, Inc. Professor of Marketing, 2022
 Faculty Research & Support Funding for Diversity Grant, 2022
 ADCCA Award (Siavash Rashidi-Sabet), 2021
 ADCCA Award (K.T. Manis), 2020
Alumni Professor of Marketing, 2019
 University Merit Award for Research, CSU, 2018
 University Merit Award for Research, CSU, 2017
 Faculty Development Grant for Research, CSU, 2016
 University Merit Award for Research, CSU, 2016
 4th Most Downloaded Article from 2011-2016, *Journal of Advertising*
 Featured Researcher, Cleveland State University, March 2015
 Faculty Development Grant for Research, CSU, 2015
 Teaching Enhancement Award, CSU, 2014
 Faculty Development Grant for Teaching, CSU, 2014

Faculty Development Grant for Research, CSU, 2014
 University Merit Award for Research, CSU, 2014
 McCoy Research Grant, Texas State University, 2014
 Outstanding Article Award, 2013 (For an article that appeared in
 Journal of Business and Industrial Marketing in 2012)
 Outstanding Service as Dissertation Proposal Competition Reviewer,
 Society for Marketing Advances, 2013
 University Merit Award for Research, CSU, 2013
 McCoy Research Grant, Texas State University, 2013
 University Merit Award for Research, CSU, 2012
 University Merit Award for Research, CSU, 2011
 Research included in *Emerald Reading List Assist* for the marketing discipline
 Track Co-Chair, Marketing Education and Teaching Innovation, *2011 AMA Summer
 Marketing Educators' Conference*
 Junior Faculty Mini-Grant, Maxine Goodman Levin College of Urban Affairs, 2010
 (\$4832.50)
 Research Grant, Texas State University, 2009 (\$ 2,000.00)
 University Merit Award for Research, CSU, 2009
 Who's Who in America, 2009
 Summer Research Grant, CSU, 2008 (\$ 1,500.00)
 Best paper in track, *2008 Society for Marketing Advances Conference*.
 Faculty Participant, *2007 ISBM Ph.D. Student Camp*
 University Merit Award for Research, CSU, 2007
 Summer Research Grant, CSU, 2007 (\$ 1,500.00)
 Emerald Literati Highly Commended Award, 2007 (For an article that appeared in
 Journal of Business and Industrial Marketing in 2006)
 Who's Who in Business Academia, 2005
 New Faculty Start-up Award, CSU, 2005 (\$10,000.00)
 Summer Dissertation/Thesis Research Award, Texas Tech University 2004
 Dean's Excellence in Teaching Award, Texas Tech University 2004
 AMA-Sheth Doctoral Consortium Fellow, Atlanta, 2002
 TEACH Fellowship, Texas Tech University 2001
 Beta Gamma Sigma, 1999
 Dean's Scholarship, Texas Tech University 1998, 1999

INVITED PRESENTATIONS

Madhavaram, Sreedhar (2023), "The Future of Marketing's Identity: Fostering Indigenous Theory Development and a (more) Coherent Scholarly Discipline," *AMS Theory Forum*.

Madhavaram, Sreedhar (2023), "The State of Marketing Scholarship: Implications for Research(ers)," Suffolk University.

TEACHING

<u>Course</u>	<u>Average Ratings</u>
• Marketing Theory – Doctoral	4.5/5.0
• Measurement and Scaling – Doctoral	4.5/5.0
• Product Management – MBA	4.2/5.0
• Marketing Strategy – MBA	4.2/5.0
• Marketing Strategy – BBA	4.6/5.0
• Introduction to Marketing – BBA	4.2/5.0
• Market Promotion – BBA	4.2/5.0
• Consumer Behavior – BBA	4.5/5.0

DISSERTATION COMMITTEES

- Siavash Rashidi-Sabet – Chair (2024)
- K.T. Manis – Chair (2022) (1st Placement: New Mexico State University)
- Dorcia Bolton – Chair (2018) (1st Placement: Auburn University at Montgomery)
- David Marshburn – Committee Member (2020)
- Navneet Chattha – Committee Member (2020)
- Ken Hall – Committee Member (2013)
- Al Degennaro – Committee Member (2009)
- Olivia Lee – Committee Member (2006)

SERVICE

Department Committees

- Chair – Tenure-Track Search Committee (2019)
- Chair – Professor-of-Practice Search Committee (2020)
- Chair – Visiting Professor Search Committee (2020)
- Chair – Tenure-Track Search Committee (2021)
- Chair – Professor-of-Practice Search Committee (2021)
- Chair – SCM Professor-of-Practice Search Committee (2022)
- Chair – Sales Center Professor-of-Practice Search Committee (2023)
- Chair – SCM Professor-of-Practice Search Committee (2023)
- Chair – Jerry S. Rawls Endowed Professor in SCM Search Committee (2023)
- Member – PhD Committee (2019 Onwards)
- Member – BBA Committee (2005 - 2006)
- Member – MBA Committee (2005 - 2007)
- Member – DBA Committee (2006 – 2012, 2013-2018)
- Member – Faculty Search Committee (2007- 2008, 2008-2009, 2009-2010, 2013-2014, 2015-2016, 2017-2018)
- Member – Visiting Instructor Search Committee (Summer 2014, 2017-2018)
- Member- Peer Review Committee (2009-2012)
- Course Coordinator (2005-2012, 2013-2018)
- Member - Search Advisory Committee (2017-2018)

College Committees

Member – Rawls Leadership Council (2019 onwards)
 Member – Rawls Coordinating Council (2019 onwards)
 Member – Strategic Planning Committee (2015-2017)
 Member – DBA Self-Study (2014-2015)
 Member – MBA Self-Study (2018-2019)
 Member – College Peer Review Committee (2017-2018; 2018-2019)
 Chair – Faculty Development and Affairs Committee (2013-2015; 2017-2019)
 Chair Faculty Development Committee (2006-2007; 2007-2008; 2008-2009)
 Member – Faculty Development Committee (2016-2017; 2015-2016; 2011-2012; 2010-2011; 2009-2010; 2005-2006)
 Other – Panel Moderator, Panel Discussion on “Science of Sales: Key Trends Shaping Professional Sales” for the *Bernie Moreno Center for Sales Excellence*.

University Committees

Member – University Curriculum Committee (2015-2018)
 Member – University Research Council (2013-2016)
 Member – Visiting India Scholar Committee (2015-2016)
 Member – Community Service Council (2007-2008)
 Member (Substitute for Andy Gross) – Faculty Senate (2008-2009)
 Other - Mentor, Volunteered for the Speed Mentoring Event – March 22, 2018

Profession

Editor

Special Section – Shelby D. Hunt’s Research Programs, the *Journal of Marketing Management*

Editor

Special Issue - Building on the Foundations of Shelby D. Hunt’s Contributions to Marketing Strategy and Marketing Management Research, the *Journal of Business Research*.

Editor

Tribute Special Issue on Shelby D. Hunt's Contributions to the Marketing Discipline, the *Journal of Global Scholars of Marketing Science (JGSMS)*

Associate Editor

European Journal of Marketing (2019 to 2022)

Member

Editorial Review Board, *AMS Review (2023 Onwards)*

Editorial Review Board, *Industrial Marketing Management (2017 Onwards)*

Editorial Review Board, *American Journal of Business (2013 - 2018)*

Track Co-Chair

Marketing Education and Teaching Innovation, *2011 AMA Summer Marketing Educators' Conference.*

Faculty Participant

2007 ISBM Ph.D. Student Camp

Discussant

Session on Strategic Orientation, Marketing Strategy Track, *2008 AMA Summer Educators' Conference.*

Session Chair

Special session entitled "The Contributions of Marketing Strategy Research to Marketing Management: Issues, Implications, and Future Research," *2016 AMA Winter Marketing Academic Conference.*

Special session entitled "Resource Advantage Theory: Managerial Action, Strategy, and Multinational Competition," *15th CBIM Annual Academic Workshop.*

Session entitled "**How to Improve Organizational Performance? One Question, Different Answers,**" *2009 AMA Winter Educators Conference.*

Reviewer

2017 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles

2013 SMA Dissertation Proposal Competition

2012 SMA Dissertation Proposal Competition

2012 Society for Consumer Psychology Winter Conference

2005-2006 AMA Summer Educators' Conference

2006-2007 AMA Summer Educators' Conference

2007-2008 AMA Summer Educators' Conference

2008-2009 AMA Winter Educators' Conference

2009-2010 AMA Summer Educators' Conference

2009-2010 *AMA Winter Educators' Conference*
 2010-2011 *Academy of Marketing Science Annual Conference*
 2011-2012 *AMA Summer Educators' Conference*
 2011-2012 *AMA Winter Educators' Conference*
 2014-2015 *Academy of Marketing Science Annual Conference*
 2016-2017 *AMA Winter Educators' Conference*
 2016-2017 *Academy of Marketing Science Annual Conference*
 2019-2020 *AMA Winter Educators' Conference*

2006-2007 Ad Hoc Reviewer – *Journal of the Academy of Marketing Science*
 2008-2009 Ad Hoc Reviewer – *Journal of the Academy of Marketing Science*
 2009-2010 Ad Hoc Reviewer – *Journal of the Academy of Marketing Science*
 2010-2011 Ad Hoc Reviewer – *Journal of the Academy of Marketing Science*
 2013-2014 Ad Hoc Reviewer – *Journal of the Academy of Marketing Science*
 2008-2009 Ad Hoc Reviewer - *Journal of Business and Industrial Marketing*
 2010-2011 Ad Hoc Reviewer – *Journal of Marketing Education*
 2011-2012 Ad Hoc Reviewer – *European Journal of Marketing*
 2012-2013 Ad Hoc Reviewer – *European Journal of Marketing*
 2013-2014 Ad Hoc Reviewer – *European Journal of Marketing*
 2011-2012 Ad Hoc Reviewer – *Industrial Marketing Management*
 2012-2013 Ad Hoc Reviewer – *Industrial Marketing Management*
 2013-2014 Ad Hoc Reviewer – *Industrial Marketing Management*
 2013-2014 Ad Hoc Reviewer – *Journal of Strategic Marketing*
 2014-2015 Ad Hoc Reviewer – *Journal of Marketing Management*
 2015-2018 Ad Hoc Reviewer – *AMS Review*
 2015-2016 Ad Hoc Reviewer – *Journal of Personal Selling & Sales Management*
 2015-2018 Ad Hoc Reviewer – *Journal of Business Research*
 2018-2019 Ad Hoc Reviewer – *Journal of Retailing & Consumer Services*
 2019-2020 Ad Hoc Reviewer – *International Business Review*
 2023-2024 Ad Hoc Reviewer – *Information Systems Journal*
 2023-2024 Ad Hoc Reviewer – *Journal of Marketing Management*
 2023-2024 Ad Hoc Reviewer – *Journal of Business Logistics*
 2023-2024 Ad Hoc Reviewer – *Journal of Operations Management*
 2023-2024 Ad Hoc Reviewer – *Journal of Business Ethics*

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Academy of the Marketing Science
- Academy of Management