

## **SREEDHAR MADHAVARAM**

Alumni Professor of Marketing  
Texas Tech University  
Jerry S. Rawls College of Business  
Area of Marketing and Supply Chain Management  
Lubbock, Texas 79409-2101  
Tel: (806) 834-8667  
E-mail: s.madhavaram@ttu.edu

### **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**

2019 onwards	Area Coordinator (Department Chair), Marketing and Supply Chain Management, Jerry S. Rawls College of Business, Texas Tech University
2019 onwards	Professor of Marketing, Texas Tech University
2019 onwards	Alumni 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
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### **RESEARCH INTERESTS**

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

## PUBLICATIONS

Hunt, Shelby D. and Sreedhar Madhavaram (2022), "Masterful Operant Resources, Masterful Marketing Competences, and the Masterful Marketing Academic," *Journal of Marketing Management*. Forthcoming. **4** 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*.

Rashidi-Sabet, Siavash and Sreedhar Madhavaram (2021), "A Strategic Marketing Framework for Emerging out of the *Climate Change Social Trap*: The Case of the Fashion Industry," *Journal of Macromarketing*, Forthcoming. **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.

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.

**\*\*JBE is a Financial Times 50 (FT-50) Journal**

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.

Madhavaram, Sreedhar and Shelby D. Hunt (2017), "Customizing business-to-business (B2B) professional services: The role of intellectual capital and internal social capital," *Journal of Business Research*, 74, 38-46. **5** on Rawls Journal List.

Appan, Radha, Dorcia E. Bolton, and Sreedhar Madhavaram (2017), "Strategy, Decision Making, and Cognition: An Integrative Perspective," *International Journal of Strategic Decision Sciences*, 8 (3), 78-98.

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. **4** 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. #4 on Google Scholar Journal Rankings for Marketing.

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.

Madhavaram, Sreedhar and Robert E. McDonald (2010), "Knowledge-based Sales Management Strategy and the Grafting Metaphor: Implications for Theory and Practice," *Industrial Marketing Management*, 39 (7), 1078-1087. **5** on Rawls Journal List.

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.**

Madhavaram, Sreedhar and Debra A. Laverie (2010), “Developing Pedagogical Competence: Issues and Implications for Marketing Education,” *Journal of Marketing Education*, 32 (2), 197-213. **5 on Rawls Journal List.**

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.

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

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.**

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. 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.**

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.

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 4<sup>th</sup> 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

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 Bacic, 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*.

Appan, Radha and Sreedhar Madhavaram (2013), "Premature Adoption of Technological and/or Administrative Innovations: Exploring the Issues and Implications through a Competitive Advantage Lens," *PDMA India 5th International Conference*.

Madhavaram, Sreedhar and Vishag Badrinarayanan (2013), "Exploring the Deliberate and Creative Problem Solving Routines of Business-to-business Salespeople in the Context of

Solution Selling: A Conceptual Framework,” *2013 Academy of Marketing Science Annual Conference*.

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,” *15<sup>th</sup> 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,” *15<sup>th</sup> 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," *15<sup>th</sup> 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*.

Madhavaram, Sreedhar and Vishag Badrinarayanan (2007), "Theoretical Foundations of Integrated Marketing Communication (IMC)," *2007 Academy of Marketing Science Annual Conference*.

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

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  
 4<sup>th</sup> 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

## TEACHING

<u>Course</u>	<u>Average Ratings</u>
• Measurement and Scaling – Doctoral	4.5/5.0
• Marketing Theory – 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

- K.T. Manis – Chair (2021)
- Dorcia Bolton – Chair (2018); 1<sup>st</sup> Placement: Auburn University at Montgomery)
- David Marchburn – 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, 2021)  
 Chair – Professor-of-Practice Search Committee (2020, 2022)  
 Chair – Visiting Professor Search Committee (2020, 2021)  
 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), CSU  
 Member – DBA Self-Study (2014-2015), CSU  
 Member – MBA Self-Study (2018-2019), CSU  
 Member – College Peer Review Committee (2017-2018; 2018-2019), CSU  
 Chair – Faculty Development and Affairs Committee (2013-2015; 2017-2019), CSU  
 Chair Faculty Development Committee (2006-2007; 2007-2008; 2008-2009), CSU  
 Member – Faculty Development Committee (2016-2017; 2015-2016; 2011-2012; 2010-2011; 2009-2010; 2005-2006), CSU  
 Other – Panel Moderator, Panel Discussion on “Science of Sales: Key Trends Shaping Professional Sales” for the *Bernie Moreno Center for Sales Excellence*, CSU.

### **University Committees**

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

### **Profession**

#### **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 Onwards)

#### **Member**

Editorial Review Board, *Industrial Marketing Management*  
 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," *15<sup>th</sup> 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*

#### **PROFESSIONAL AFFILIATIONS**

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