

## S. Arunachalam

<https://tinyurl.com/achalamscholar>

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### EMPLOYMENT EXPERIENCE

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|----------------------------------------------------------------------------------------------|----------------------|
| <b>Assistant Professor of Marketing</b> , Texas Tech University                              | 2022 -               |
| <b>Assistant Professor of Marketing</b> , Indian School of Business (ISB)                    | 2014 – 2022          |
| <b>Academic Director</b> , Center for Innovation, ISB                                        | 2019 – present       |
| <b>Faculty affiliate</b> , Center for Business Markets, ISB                                  | 2019 – present       |
| Head - Marketing & Operations<br>Kohinoor Printers Pvt. Ltd., Pondicherry, India             | 2008 - 2010          |
| Executive Assistant to the Managing Director/CEO<br>Godrej Industries Limited, Mumbai, India | June 2008 – Nov 2008 |
| Assistant Systems Engineer<br>2007<br>Tata Consultancy Services (TCS), Chennai, India        | 2005-                |

### EDUCATION

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| <b>Ph.D.</b> in Business & Technology, <b>Marketing</b>                                                                                | 2014 |
| Minor in <b>Statistics</b> , <i>Certificate in Quantitative Psychology</i> ,<br>Iowa State University, College of Business, Ames, Iowa | 2012 |
| <i>Dissertation</i> : “Marketing Capabilities, Innovation and Firm Performance”<br><i>Committee Chair</i> : Dr. Sridhar N. Ramaswami   |      |
| <b>Post-Graduate Program in Management</b> , Marketing & Operations<br>Great Lakes Institute of Management, Chennai, India             | 2008 |
| <b>Bachelor of Engineering</b> , Computer Science & Engineering<br>P.S.G College of Technology, Coimbatore, India                      | 2005 |

### ACADEMIC HONORS & SERVICES

- **Best Professor Award 2021 for teaching**, ISB (Marketing Strategy, 6 sections)

- **Best Professor Award 2020 for teaching**, ISB (Marketing Strategy, 6 sections of 403 students)
- **Winner 2020 JAMS Sheth-Foundation Best Paper Award**
- **Best Professor Award 2019 for teaching**, ISB (Marketing Strategy, 6 sections of 410 students)
- **Finalists** {one of 10 papers} 2019 JAMS Sheth Foundation Best Paper Award
- Guided four students on C.K. Prahalad Global challenge competition - Project on '**Shuddhi Water Purifier**' was the winner for the year 2016.
- University wide '**Teaching Excellence Award**' – Iowa State University, 2013.
- Editorial review board (**ERB** member) Journal of the Academy of Marketing Science, from 2016
- Student Fellow at the **48<sup>th</sup> Annual AMA Sheth Foundation**, Stephen M. Ross School of Business at the University of Michigan, Ann Arbor, MI, June 2013
- **Best Paper Award** for the 'Marketing Strategy and Marketing Management' track at the 2012 Summer AMA conference.
- **ISBM Ph.D. Student Camp Fellow** for Research in Business-to-Business Markets, August 2012, Chicago, IL.

## GRANTS

### EXTERNAL GRANTS

- Year 2021: **Intel India** grant of **\$ 125,000**: Continued support for the Emerging Technology Center (ETC) to expand to different Government Departments and for scaling up the completed proof of concepts.
- Year 2020: **Intel India** grant of **\$ 150,000**, for setting up a virtual center named Emerging Technology Center (ETC) to identify addressable technological needs in Governance that can be solved by emerging technologies such as Artificial Intelligence, Internet of Things (IoT), drone-based solutions, Machine Learning (ML)-based offerings, etc. ETC aims to become India's Go-To Centre for addressing ever-growing technological needs in everyday Governance.
- **Marketing Science Institute (MSI)** grant of **\$ 9,400**, for research on "The Role of Non Traditional Salespreneurs for Base of the Pyramid Consumers", 2016.

### INTERNAL GRANTS

- "Impact of Technological Enablers on Effectiveness of Micro-Entrepreneurs in Bottom of the Pyramid Markets," Sponsored by Centre for Innovation and Entrepreneurship, Indian School of Business, \$ 6,900. (2016 - 2017).
- "Low Income Consumers in India: Innovation and Customer Engagement," Sponsored by E&Y Institute for Emerging Market Studies, Other, \$ 3,835. (2016 - 2017).
- Research bootstrap grant (\$ 4,000) with Pol Herrmann, College of Business, Iowa State University, 2010-2011.
- Research bootstrap grant (\$ 4,000) with Sridhar Ramaswami, College of Business, Iowa State University, 2011-2012.
- Professional advancement grant (\$ 200), Graduate College, Iowa State University, Summer 2013.
- Professional advancement grant (\$ 200), Graduate College, Iowa State University, Winter 2011.

## RESEARCH INTERESTS

**Substantive:** Marketing & Sales Strategy, Customer loyalty, Sales contests, Digital strategy

**Methods:** Bayesian SEM (Structural equation modeling), Econometrics (Panel, Multilevel), Qualitative

## RESEARCH

Ambulkar Saurabh, **S. Arunachalam**, Raghuram Bommaraju, Sridhar N. Ramaswami (forthcoming), "Should a Firm bring a Supplier into the Boardroom?", *Production and Operation Management*.

**Arunachalam, S.**, Ramaswami, S. N., Patel, P. C., & Chai, L. (forthcoming). Innovation-based strategic flexibility (ISF): Role of CEO ties with marketing and R&D. *International Journal of Research in Marketing*.

Varadarajan, Rajan, Roman Welden, **S. Arunachalam**, Haenlein, M., Gupta, S. (2022) "Digital Product Innovations and Marketing Innovations in a Global Marketplace." *International Journal of Research in Marketing*

**Arunachalam, S.**, Cem Bahadir, Sundar Bharadwaj, Rodrigo Guesalaga (2020) "New Product Introductions for Low-Income Consumers in Emerging Markets", *Journal of the Academy of Marketing Science*.

- Winner 2020 JAMS Sheth-Foundation Best Paper Award

Vieira, V. A., de Almeida, M. I. S., Agnihotri, R., da Silva, N. S. C., **Arunachalam, S.** (2019). "In pursuit of an effective B2B digital marketing strategy in an emerging market", *Journal of the Academy of Marketing Science*.

- Finalists {one of 10 papers} 2019 Sheth-Foundation Best Paper Award

Pedada, Kiran, **S. Arunachalam**, Dass, Mayukh. (2019) "A Theoretical Model of the Formation and Dissolution of Emerging Market International Marketing Alliances", *Journal of the Academy of Marketing Science*.

- Lead article of the issue

**Arunachalam, S.**, SN Ramaswami, P Herrmann, Douglas Walker, (2018) "Innovation Pathway to Profitability: The Role of Marketing Capabilities." *Journal of the Academy of Marketing Science*.

Ramaswami N. Sridhar, **S. Arunachalam**, (2016) Divided Attitudinal Loyalty and Customer Value: Role of Dealers in an Indirect Channel. *Journal of the Academy of Marketing Science*.

- Winner 2012 Summer AMA Best in Track Paper Award {Marketing Strategy track}

## ***Work in Progress***

Bommaraju, R., S., Arunachalam, Hohenberg. “Title withheld for double-blind review.” Second round review at the *Journal of Marketing Research*.

Rajeev Batra, S. Arunachalam, Michael SW Lee and Nancy Wong, “Title withheld for double-blind review” (under review *Journal of International Business Studies*)

Thorson Esther., Kim Eunjin, S. Arunachalam, Mantrala Murali. Pedada Kiran. “Individual-level drivers of knowledge about COVID-19, health compliance, and intent to be vaccinated: Four countries - the U.S., Korea, Taiwan, and India - analysis.” (to be submitted to *Journal of Communication*)

Shekhar, Misra, Kiran Pedada, S. Arunachalam. “The Spillover Effects of MNCs’ Alliance Terminations on Rivals.” To be submitted to *Journal of Business Research*

Arunachalam, S., Kopalle, P., Manchiraju, H., Suhag, R. “Title withheld for double-blind review” under review *Journal of Marketing Research*.

Prakash Satyavageshwaran, S. Arunachalam, Sundar Bharadwaj (2020) “Non-Traditional Channel for Consumer Welfare Enhancing Durable Products in Emerging Markets”, [Reject & Resubmit, *Journal of Marketing*]

## ***Cases***

- “AISECT Case Study – Part 1: The Early Years (1980-2005),” with Murali Mantrala, and Lopmudra Roy. (forthcoming at *Harvard Business Publishing*)
- “Clickbaits at FINKart: Will the Idea Click?” with Rajkumar Venkatesan. (Considered for publication at *Darden Business Publishing*)

## ***Practitioner Publications***

B2B branding strategies: Complex, but necessary. *Fortune India*, April 2021

OTC drugs: Can pharma move fast-enough? *Fortune India*, April 10 2019

FMCG Lessons for Pharma, *ISBInsight*, August 2018  
- Featured in *Forbes India*, April 2019 <[link](#)>

Complementary Roles of PCs and Smartphones in Enabling Digital India, *ISBInsight*, Jan-Mar 2017

Managing Divided Attitudinal Loyalty of Business Customers, *ISBInsight*, 2016

## ***Book Chapters***

Rajkumar Venkatesan and S. Arunachalam, *Omnichannel Strategy (2021)*, ‘Marketing Strategy handbook’ (Schlegelmilch, Bodo and Russell Winer (Eds.))

S. Arunachalam, and Amalesh Sharma, *Marketing Analytics (2019)*, ‘Essentials of Business Analytics, An Introduction to the Methodology and its Applications’ (Pochiraju, Bhimasankaram, Seshadri, Sridhar (Eds.))

## INSTITUTIONAL SERVICE

### *Contributions to the school*

- Institutional Review Board (IRB) 2014 -
- Students award committee 2015 - 2016
- Faculty recruitment coordinator for marketing department 2014 - 2018
- Interview panels for hiring doctoral students, academic associates 2014 -
- Alumni engagement 2014 -
  - a. Collaborating with alumni for research,
  - b. Inviting for guest lectures in class,
  - c. Writing practitioner articles in Forbes, Fortune and ISBInsight, and
  - d. Working on case studies.

### *Contributions to marketing academia*

- Editorial review board (ERB) member of '*Journal of the Academy of Marketing Science*' 2016 -
- Ad-hoc reviewer Journal of Marketing 2017 -
- Ad-hoc reviewer Journal of Business Research 2016 -
- Ad-hoc reviewer International Journal of Research in Marketing 2017 -
- Ad-hoc reviewer Decision Sciences Journal 2016 -
- Reviewer for AMA conferences (summer and winter) 2012 -
  - Summer AMA 2020 at San Francisco – **Track Chair** for emerging markets session
- Dissertation committee member for the following FPM/PhD students:
  - Srinivas Pingali – first placement as Profesor of Practice in IIM-Udaipur
  - Prakash Satyavageeshwaran – first placement in IIM-Udaipur
  - M. Malika – first placement as Post-doc in NYU Stern School of Business
- Mentorship of Research Associates:
  - Raj Vardhan (placement in TVS analytics group)
  - Pallavi Jha (PhD student in Univ. of Pittsburg; No 1 student in 2018 selection with additional scholarship; had four more offers)
  - Rahul Suhag (PhD student in Univ. of North Carolina; No 1 student in 2019 selection with additional scholarship; obtained five offers in total)
  - Praveen Punia (PhD student in Univ. of Hoston)

## RESEARCH CONFERENCE PAPERS AND PRESENTATIONS

2021

Yash Agrawal, Vivek Anand, S Arunachalam and Vasudeva Varma, Goal-Directed Extractive Summarization of Financial Reports, *The Conference on Information and Knowledge Management (CIKM)*

2018

Kiran Pedada, S. Arunachalam and Mayukh Dass, A theoretical model of the life-cycle of international marketing joint ventures in emerging markets (JAMS Thought Leaders Conference at ISB, April 2018)

S. Cem Bahadir, Sundar Bharadwaj and S. Arunachalam, Product Innovation for Low Income Consumers in Emerging Markets (JAMS Thought Leaders Conference at ISB, April 2018)

Prakash Satyavageeswaran, S. Arunachalam and Sundar Bharadwaj, Innovative Channels for Consumer Durables in Emerging Country Rural Markets (JAMS Thought Leaders Conference at ISB, April 2018)

Rajeev Batra, S. Arunachalam, Michael SW Lee and Nancy Wong, Values dynamics driving consumer preferences for emerging markets: Implications for brand-building strategies (JAMS Thought Leaders Conference at ISB, April 2018)

2017

Chai Linlin, S. Arunachalam, and Sridhar N. Ramaswami, "Business Process Synergy", *American Marketing Association Summer Conference*, SFO, CA, August 2017

2016

Cem Bahadir, S Arunachalam, and Sundar Bharadwaj "Innovations for Low Income Consumers in Emerging Markets," *Marketing Science, Informis*, Shanghai, China

2015

S Arunachalam, SN Ramaswami, P Herrmann, Douglas Walker, "Innovation Pathway to Profitability: The Role of Marketing Capabilities" *Academy of Management Proceedings*, Vancouver, 2015.

Ramaswami N. Sridhar, and S. Arunachalam, "Perceptual Gap between Marketers and Non-Marketers and Marketing's Value to the Firm", *American Marketing Association Summer Conference Proceedings*, Chicago, Illinois, August 2015.

Before 2015

Arunachalam, S., Pol Herrmann, and Sridhar N. Ramaswami, "The Influence of CEO Self-Monitoring on Innovative Capabilities and Firm Performance," *Academy of Management Meeting*, Orlando, FL, August 2013.

Chai Linlin, S. Arunachalam, and Sridhar N. Ramaswami, "Market Orientation and Firm Performance: The Role of Intellectual and Relational Market-Based Assets," *American Marketing Association* Winter Conference, Las Vegas, Nevada, February 2013.

Ramaswami N. Sridhar, S. Arunachalam, and Kirti Rajagoplan, "When Customers Show Divided Attitudinal Loyalty: Using Channel Intermediaries to Increase Behavioral Loyalty," *American Marketing Association* Summer Conference Proceedings, Chicago, Illinois, August 2012. (*Best Paper Award* for the 'Marketing Strategy and Marketing Management' track)

## **CONFERENCES AND CONSORTIUMS**

- AMA Summer Marketing Educator's Conference 2013 (Boston, MA), 2012 (Chicago, IL)
- Sheth Consortium , 2013 (Michigan).
- NASMEI-MSI conference, GLIM, Chennai, India, December 2011.
- Mittelstaedt Symposium, University of Nebraska-Lincoln, April 2011.

## **MEMBERSHIP**

- American Marketing Association (AMA) 2012-2014
- Academy of Management 2013-2015