

Kusum L. Ailawadi

Tuck School of Business
Dartmouth College
100 Tuck Hall
Hanover, NH 03755
(603) 646-2845

E-mail: kusum.l.ailawadi@tuck.dartmouth.edu

Website: <http://faculty.tuck.dartmouth.edu/kusum-ailawadi/>

Education

Ph.D. (Marketing) Darden Graduate School of Business Administration University of Virginia	1991 Charlottesville, Virginia
M.B.A. (Post Graduate Diploma in Management) Indian Institute of Management	1984 Bangalore, India
B.Sc. (Physics Honors) St. Stephens College, Delhi University	1982 New Delhi, India

Academic Experience

Charles Jordan 1911 TU'12 Professor of Marketing	2006 - Present
Professor of Marketing	2005 - 2006
Associate Professor of Business Administration (Tenured in 2000)	1997 - 2005
Assistant Professor of Business Administration Tuck School of Business, Dartmouth College	1993 - 1997 Hanover, NH

Courses Taught

MBA Core:

Statistics for Managers

MBA Electives:

Marketing Research

Marketing Strategy

Managing the Marketing Channel

Multichannel Route-to-Market Strategy

Others:

Tuck general management, specialized, and custom executive education programs

Marketing course for Online Bridge™ Program

Assistant Professor of Marketing **1992 - 1993**
Wallace E. Carroll School of Management
Boston College Chestnut Hill, MA
Taught Marketing Research and Applied Marketing Management to undergraduates.

General Motors Teaching and Research Fellow **1991 - 1992**
Darden Graduate School of Business Administration
University of Virginia Charlottesville, VA
Taught First Year Marketing in the Core MBA Program.

Faculty Member, Executive Training Seminars **1985 - 1987**
CMC Limited New Delhi, India
Taught in Computer Appreciation Seminars for Senior and Mid-level Managers.

Industry Experience

Marketing Executive **1984 - 1987**
Computer Maintenance Corporation Limited (CMC Limited) New Delhi, India

Marketed computers, software, and turn-key projects to the government and private industry. Was responsible for the national launch of the company's new multilingual computer. Managed the marketing information system for the region. Taught in computer appreciation seminars for senior executives. Made product presentations to the press and client groups.

Research Interests

Manufacturer-Retailer Interaction, Distribution of Power, and Performance
Retailing
Consumer and Competitor Response to Marketing Policy Changes
Determinants and Effects of Marketing Spending
Consumer Food Choices and Marketing

Honors and Awards

Best Paper Awards:

Finalist, Sheth Foundation/Journal of Marketing Award for Long-Term Contributions to the Field of Marketing, 2022.

Finalist, Paul E. Green Award for Significant Contribution to the Practice of Marketing Research and Research in Marketing, Journal of Marketing Research, 2019.

First Runner Up, William R. Davidson Best Paper Award, Journal of Retailing, 2019.

Winner, Paul H. Root Award for Significant Contribution to the Advancement of the Practice of Marketing, MSI and Journal of Marketing, 2018.

Finalist, Shelby Hunt/Harold Maynard Award for Significant Contribution to Marketing Theory and Thought, Journal of Marketing, 2018.

Finalist, INFORMS Society for Marketing Science Long Term Impact Prize, 2015.

Overall Best Paper in Conference Award, AMA Winter Educators Conference, 2012.

Best Paper Award, Social Responsibility, Sustainability and Marketing Track, AMA Winter Educators Conference, 2012.

Finalist, Paul E. Green Award for Significant Contribution to the Practice of Marketing Research and Research in Marketing, Journal of Marketing Research, 2010.

Emerald Management Reviews Citation of Excellence Award, 2009.

Finalist, Paul E. Green Award for Significant Contribution to the Practice of Marketing Research and Research in Marketing, Journal of Marketing Research, 2007.

Winner, John D.C. Little Best Paper Award, Marketing Science, 2005.

Finalist, INFORMS Society for Marketing Science Practice Prize, 2005.

Winner, Marketing Science Institute/Journal of Marketing Research Competition on “Practitioner-Academic Collaborative Research”, 2004.

Winner, Harold H. Maynard Award for the Best Article on Marketing Theory and Thought, Journal of Marketing, 2004.

Finalist, William F. O’Dell Award for Most Significant Long-Term Contribution to Marketing Theory, Methodology and/or Practice, Journal of Marketing Research, 2003.

Winner, First William Davidson Award for Best Contribution to Theory and Practice in Retail Marketing, Journal of Retailing, 1997.

Consortium Fellowships:

AMA Sheth Foundation Doctoral Consortium Faculty Fellow 2022 (forthcoming), 2021 and 2020 (invited), 2013, 2012, 2010, 2009, 2008, 2005, 2001.

ISMS Marketing Science Doctoral Consortium Faculty Fellow 2021, 2020, 2019, 2018, 2015, 2013, 2012.

Marketing Strategy Consortium Faculty Fellow 2020.

AMA Doctoral Consortium Fellow 1990.

Reviewing Awards:

Outstanding Reviewer Award, Journal of Retailing, 2010.

Outstanding Reviewer Award, Journal of Marketing, 2009.

Recognized Among Top 25 Reviewers, Journal of Marketing Research, 2007-2008.

Recognized Among Most Productive Reviewers, Marketing Science, 2003-2005.

Outstanding Reviewer Award, Journal of Retailing, 2003.

Other Honors:

Distinguished Alumni Award, Indian Institute of Management Bangalore, 2020.

Invited TEDx Speaker, 2013, http://www.youtube.com/watch?v=OLl2PvFG_pU

Listed in “The A List – World’s Most Respected Management Professors,” International Institute of Management, 2005, 2006.

Marketing Science Institute Research Award for work on “Linking Performance and Channel Relationship: Perceptual versus Objective Measures of Performance,” Award #4-1190, 2002.

Tuck School's “Outstanding Faculty” in Business Week's Guide to Best B-Schools, 1996, 1998.

Paul Raether Fellowship for Scholarly Excellence, Tuck School, 1997-98.

First General Motors Teaching and Research Fellow, University of Virginia, 1991-92.

Book

Kusum Ailawadi and Paul Farris (2020), *Getting Multi-Channel Distribution Right*, John Wiley & Sons publishers.

Journal/Research Publications

Yu Ma, Kusum Ailawadi, Mercedes Martos-Partal, and Oscar Gonzalez-Benito (2023), “Dual Branding by National Brand Manufacturers: Drivers and Outcomes,” *Journal of Marketing* (forthcoming).

Karen Gedenk, Kusum Ailawadi, and Sunil Gupta (2023), "Sales Promotion," in *History of Marketing Science*, 2nd edition, edited by Russ Winer and Scott Neslin.

Iben Ricket, Michael Matheny, Kusum Ailawadi, Jennifer Emond, Todd MacKenzie, and Jeremiah Brown (2023), "Novel Integration of Governmental Data Sources Using Machine Learning to Identify Super-Utilization Among U.S. Counties," *Intelligence-Based Medicine*, Vol. 7, 100093.

Martin Mende, Grewal, Dhruv, Maura Scott, Abhijit Guha, Kusum Ailawadi, Anne Roggeveen, Maura L. Scott, Aric Rindfleisch, Koen Pauwels, and Barbara Kahn (2023) "Exploring Consumer Responses to COVID-19: Meaning Making, Cohort Effects, and Consumer Rebound," *Journal of the Association for Consumer Research*, Vol. 8, No. 2.
Earlier version published as Marketing Science Institute Working Paper Series, Report 21-116.

Iben Ricket, Jeremiah Brown, Todd MacKenzie, Yu Ma, Dhruv Grewal, Kusum Ailawadi, and Jennifer Emond (2022), "Quantifying Differences in Packaged Food and Drink Purchases Among Households with Diet-Related Cardiometabolic Multi-morbidity: A Cross-Sectional Analysis," *BMC Public Health*, 22:2101, at <https://doi.org/10.1186/s12889-022-14626-3>.

Iben Ricket, Todd MacKenzie, Jennifer Emond, Kusum Ailawadi, and Jeremiah Brown (2022), "Can Diverse Population Characteristics be Leveraged in a Machine Learning Pipeline to Predict Resource Intensive Healthcare Utilization Among Hospital Service Areas?" *BMC Health Services Research*, 22:847, at <https://doi.org/10.1186/s12913-022-08154-4>.

Kusum Ailawadi (2021), "Omnichannel from a Manufacturer's Perspective," *Journal of Marketing*, Vol. 85, No. 1, p. 121-125.

Kusum Ailawadi, Tat Chan, Puneet Manchanda, and K. Sudhir (2020), "Introduction to the Special Issue on Marketing Science and Health," *Marketing Science*, Vol. 39, No. 3 (May-June).

Kusum Ailawadi, Yu Ma, and Dhruv Grewal (2018), "The Club Store Effect: Impact of Shopping in Warehouse Club Stores on Consumers' Packaged Food Purchases," *Journal of Marketing Research*, Vol. 55, No. 2 (April), 193-207.
Finalist, Paul E. Green Award for Significant Contribution to the Practice of Marketing Research and Research in Marketing.

Hannes Datta, Kusum Ailawadi and Harald van Heerde (2017), "How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing Mix Response?" *Journal of Marketing*, Vol. 81, Issue 3, 1-20.

Lead article.

Featured in *Marketing News*, September 2017.

Winner of MSI/Journal of Marketing Paul H. Root Award for Significant Contribution to the Advancement of the Practice of Marketing

Finalist for Shelby Hunt/Harold Maynard Award for Best Contribution to Theory and

Thought.

Finalist, Sheth Foundation/Journal of Marketing Award for Long-Term Contributions to the Field of Marketing.

Kusum Ailawadi and Paul Farris (2017), "Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions," *Journal of Retailing*, Special Issue on Future of Retailing, Vol. 93, Issue 1, 120-135.

First Runner Up for the Journal of Retailing William Davidson Best Paper Award.

Jennifer Emond, Diane Gilbert-Diamond, Yu Ma, Dhruv Grewal, and Kusum Ailawadi (2016), "The Home Food Environment and a Young Child's Weight Status," *The FASEB Journal*, Vol. 29, No. 1, Supplement, 132.2.

Kusum Ailawadi and Sunil Gupta (2014), "Sales Promotion," in *History of Marketing Science*, edited by Russ Winer and Scott Neslin.

Kusum Ailawadi, Karen Gedenk, Tobias Langer, Yu Ma, and Scott Neslin (2014), "Consumer Response to Uncertain Promotions: An Empirical Analysis of Conditional Rebates," *International Journal of Research in Marketing*, Vol. 31, Issue 1 (March), 94-106.

Kusum Ailawadi, Scott Neslin, Jackie Luan, and Gail Taylor (2014), "Does Retailer CSR Enhance Behavioral Loyalty: A Case for Benefit Segmentation," *International Journal of Research in Marketing*, Vol. 31, Issue 2 (June), 156-167.

Earlier version Winner of Overall Best Paper in Conference Award and Best Paper in Social Responsibility, Sustainability and Marketing Track, AMA Winter Educators Conference, 2012.

Kirk Hendrickson and Kusum Ailawadi (2014), "Six Lessons for In-Store Marketing From Six Years of Mobile Eye-Tracking Research," Special Issue on Shopper Marketing, *Review of Marketing Research*.

Yu Ma, Kusum Ailawadi, and Dhruv Grewal (2013), "Soda Versus Cereal and Sugar Versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis," *Journal of Marketing*, Vol. 77, Issue 3 (May), 101-120.

Yu Ma, Kusum Ailawadi, Dinesh Gauri, and Dhruv Grewal (2011), "An Empirical Investigation of the Effect of Gasoline Prices on Consumer Shopping Behavior," *Journal of Marketing*, Vol. 75 (March), 18-35.

Earlier version published in MSI Working Paper Series 2010, No. 10-100.

Featured as lead article in *Insights from MSI*, Spring 2010.

Dhruv Grewal, Kusum Ailawadi, Dinesh Gauri, Kevin Hall, Praveen Kopalle, and Jane Robertson (2011), "Innovations in Retail Pricing and Promotions," *Journal of Retailing* Vol. 87, Issue 1, 43-52.

Kusum Ailawadi, Jie Zhang, Aradhna Krishna, and Michael Kruger (2010), "When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes," *Journal of Marketing Research*, Vol. 47, Issue 4 (August), 577-593.

Finalist, Paul E. Green Award for Significant Contribution to the Practice of Marketing Research and Research in Marketing.

Kusum Ailawadi, Eric Bradlow, Michaela Draganska, Vincent Nijs, Robert Rooderkerk, K. Sudhir, Kenneth Wilbur, and Jie Zhang (2010), "Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research," *Marketing Letters*, Vol. 21, Issue 3, p273-285.

Kusum Ailawadi and Bari Harlam (2009), "Retailer Promotion Pass-Through: A Measure, Its Magnitude, and Its Determinants," *Marketing Science*, Vol. 28, No. 4, 782-791.

Kusum Ailawadi, Koen Pauwels, and J.B. Steenkamp (2008), "Private Label Use and Store Loyalty," *Journal of Marketing*, Vol. 72, Issue 6, 19-30.

Winner of 2009 Emerald Management Reviews Citation of Excellence Award for one of 50 best articles published in 2008 in the 400 top management journals of the world.

Kusum Ailawadi, J.P. Beauchamp, Naveen Donthu, Dinesh Gauri, and Venkatesh Shankar (2008), "Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research," *Journal of Retailing*, Special Issue on Customer Experience Management in Retailing, Vol. 85, Issue 1, 42-55.

Kusum Ailawadi, Bari Harlam, Jacques Cesar, and David Trounce (2007), "Quantifying and Improving Promotion Profitability at CVS," *Marketing Science*, Vol. 26, No. 4 (July/August), 566-575.

Finalist for 2005 INFORMS Society for Marketing Science Practice Prize.

Kusum Ailawadi, Karen Gedenk, Christian Lutzky, and Scott Neslin (2007), "Decomposition of the Sales Impact of Promotion-Induced Stockpiling," *Journal of Marketing Research*, Vol. 44, Issue 3 (August), 450-467.

Kusum Ailawadi, Bari Harlam, Jacques Cesar, and David Trounce (2006), "Retailer Promotion Profitability: The Role of Promotion, Brand, Category, and Market Characteristics," *Journal of Marketing Research*, Vol. XLIII (November), 518-535. **Lead article.**

Winner of MSI/JMR competition on academic practitioner collaborative research.

Finalist for Paul E. Green Award for Significant Contribution to the Practice of Marketing Research and Research in Marketing.

Karen Gedenk, Scott Neslin, and Kusum Ailawadi (2005), "Sales Promotion", in *Retailing in the 21st Century: Current and Future Trends*, by Manfred Krafft and Murali Mantrala, Springer Verlag Publishers, 2005.

- Kusum Ailawadi, Praveen Kopalle, and Scott Neslin (2005), "Predicting Competitive Response to a Major Policy Change: Combining Normative and Empirical Analysis," *Marketing Science*, Vol. 24, No. 1 (Winter), 12-24. **Lead article.**
Winner of 2005 John D.C. Little Best Paper Award.
Finalist for 2015 ISMS Long Term Impact Award.
- Kusum Ailawadi and Kevin Keller (2004), "Understanding Retail Branding: Conceptual Insights and Research Priorities", *Journal of Retailing*, Vol. 80, Issue 4 (Winter), 331-342.
Most downloaded article from Journal of Retailing, Science Direct 2005, 2006.
- Kusum Ailawadi and Bari Harlam (2004), "An Empirical Analysis of the Determinants of Retail Margins: The Role of Store Brand Share," *Journal of Marketing*, Vol. 68, No. 1, 147-166.
Earlier version also published by the Marketing Science Institute, Report No. 02-109.
- Kusum Ailawadi and Paul Farris (2004), "Causation and the Components of Market Share-ROI Models: The Role of Identities," in *PIMS in Retrospect and Prospect*, ed. Paul Farris and Michael Moore, Cambridge University Press.
- Kusum Ailawadi, Donald Lehmann, and Scott Neslin (2003), "Revenue Premium as an Outcome Measure of Brand Equity," *Journal of Marketing*, Vol. 67, No. 4, 1-17. **Lead article.**
Winner of Harold H. Maynard Award for best contribution to marketing thought.
Featured in Marketing News.
Earlier version also published by the Marketing Science Institute, Report No. 02-102.
- Kusum Ailawadi, Donald Lehmann, and Scott Neslin (2001), "Market Response to a Major Policy Change in the Marketing Mix: Learning from P&G's Value Pricing Strategy," *Journal of Marketing*, Vol. 65, No. 1 (January), 44-61. **Featured in Marketing News.**
- Kusum Ailawadi (2001), "The Retail Power-Performance Conundrum: What Have We Learned?" *Journal of Retailing*, Vol. 77, No. 3, 299-318. **Lead article. In top ten most downloaded articles from Journal of Retailing, Science Direct 2004.**
- Kusum Ailawadi, Scott Neslin, and Karen Gedenk (2001), "Pursuing the Value Conscious Consumer: Store Brands Versus National Brand Promotions," *Journal of Marketing* Vol. 65, No. 1 (January), 71-89.
- Kusum Ailawadi, Karen Gedenk, and Scott Neslin (1999), "Heterogeneity and Purchase Event Feedback in Choice Models: An Empirical Analysis with Implications for Model Building", *International Journal of Research in Marketing*, Vol. 16, 177-198. **Lead article.**
- Kusum Ailawadi, Paul Farris, and Ervin Shames (1999), "Trade Promotion: Essential to Selling Through Resellers", *Sloan Management Review*, Vol. 41, No. 1 (Fall), 83-92.
- Kusum Ailawadi, Paul Farris, and Mark Parry (1999), "Market Share and ROI: Observing the Effect of Unobserved Variables", *International Journal of Research in Marketing*, Vol. 16, 17-33.

Earlier version also published by the *Marketing Science Institute*, Report No. 93-117.

Kusum Ailawadi and Scott Neslin (1998), "The Effect of Promotion on Consumption: Buying More and Using it Faster", *Journal of Marketing Research*, Vol. 35, 390-398.

Finalist for 2003 William F. O'Dell Award for the most significant long-term contribution to marketing theory, methodology, and/or practice.

Kusum Ailawadi, Paul Farris, and Mark Parry (1997), "Explaining Variations in Advertising & Promotion/Sales Ratios: A Rejoinder", *Journal of Marketing*, Vol. 61 (1), 93-96.

Kusum Ailawadi, Norm Borin, and Paul Farris (1995), "Market Power and Performance: A Cross-Industry Analysis of Manufacturers and Retailers", *Journal of Retailing*, Vol. 71 (3), 211-248. **Lead article. Winner of first William Davidson Award for the best contribution to theory and practice in retail marketing, awarded by *Journal of Retailing* in 1997.**

Kusum Ailawadi, Paul Farris, and Mark Parry (1994), "Share and Growth are not Good Predictors of the A/S Ratio", *Journal of Marketing*, Vol. 58 (1), 86-97.

Also published by the *Marketing Science Institute*, Report Number 93-105.

Paul Farris, Mark Parry, and Kusum Ailawadi (1992), "Structural Analysis of Models with Composite Dependent Variables", *Marketing Science*, Winter, 73-94.

Paul Farris and Kusum Ailawadi (1992), "Retail Power: Monster or Mouse?" *Journal of Retailing*, Vol. 68 (4), 351-369.

Featured in *Stores* (October 1993).

Also published by invitation by *Marketing Science Institute*, Report Number 92-129.

Articles in Business Press

Kusum Ailawadi and Paul W. Farris (2023), "Finding the Right Metrics to Optimize Multi-Channel Distribution," Special Issue on The Modern Marketing Dashboard, *NIM Marketing Intelligence Review*.

Kusum Ailawadi and Paul Farris (2013), "Retailers, Here's Why You Shouldn't Skimp on Promotions," CMO Network, *Forbes.com*, November 7, 2013.

Kusum Ailawadi and Paul Farris (2013), "How Companies Can Get Smart About Raising Prices", *Wall Street Journal*, Monday, July 22, Page R1.

Kusum Ailawadi (2013), "Why JC Penney Failed Under Ron Johnson," *US World & News Report.com*, April 12.

Kusum Ailawadi and Jackie Luan (2011), "Does Corporate Social Responsibility Build Consumer Loyalty?" in CMO Strategy, *Advertising Age*, May 24.

Kusum Ailawadi (2009), “Three Not-So-Easy Ways to Become an Admired Marketer, *Economic Times*, December 9.

Kusum Ailawadi and Scott Neslin (2007), “Dodging the Risks of Major Marketing Change,” in CMO Strategy, *Advertising Age*, February 12.

Kusum Ailawadi (2002), “Expert Commentary on Sales Promotion: A Pain in the Supply Chain” *Harvard Business Review*, Vol. 80, Issue 5 (May), 31-44.

Quoted by Grocery Management Association in “Words Worth Repeating”.

Case Publications

Leandro Guissoni, Paul Farris, Kusum Ailawadi, and Murillo Boccia (2017), “The Multichannel Challenge at Natura in Beauty and Personal Care,” Darden Business Publishing Case # UVA-M-0943, revised 2019.

Virginia Weiler, Paul Farris, Gerry Yemen, and Kusum Ailawadi (2014), “Uber Pricing Strategies and Marketing Communications,” Darden Business Publishing Case # UV6878.

Kusum Ailawadi (2006), “Colgate Wave: Using Conjoint Analysis For Pricing”, in *Optimization Modeling with Spreadsheets*, by Kenneth Baker, Duxbury Press.

Kusum Ailawadi (2003), Case Analysis, ITC’s e-Choupal: Taking e-Business to Farmers,” *Case Folio*, July, ICFAI Center for Management Research, Hyderabad, India.

Kusum Ailawadi and Paul Farris (1994), Carnation Infant Formula (A), in *Cases in Advertising and Promotion Management*, Fourth edition, by John Quelch and Paul Farris, Irwin publishers.

Active Working Papers

Michael Palazzolo, Zoey Hu, Adithya Pattabhiramaiah, and Kusum Ailawadi (2024), “School Nutrition Mandates and the Household Grocery Basket,” under revision.

Maya Vuegen, Anne ter Braak, Lien Lamey, and Kusum Ailawadi (2019), “How Mobile Self-Scanning Use Influences Consumers’ Grocery Purchases,” *Marketing Science Institute Working Paper Series*, No. 19-109-02.

Invited Academic Camps and Seminars

Kenan-Flagler School of Business, UNC Chapel Hill, September 2023.

Marketing Camp, Frankfurt School of Finance & Management, August 2023.

Retailing SIG Online Seminar, European Academy of Marketing, June 2023.

Carey School of Business, Johns Hopkins University, April 2023.

Marketing Symposium, George Mason University, April 2023.

Hightower Seminar in Marketing, Goizueta School, Emory University, March 2022.

University of Central Florida, March 2021.

Georgia Institute of Technology, November 2020.

Vienna University of Economics and Business, December 2019.

Marketing Camp, University of Wisconsin-Madison, September 2018.

University of Hamburg, Germany, June 2017.

McGill University, May 2017.

Marketing Camp, Jones School of Business, Rice University, April 2017.

Keynote Speaker, First Tindemans Symposium on Manufacturer-Retailer Relationships, KU Leuven, Belgium, February 2017.

Koc University, Turkey, December 2016.

Baruch College, May 2016.

University of Miami, January 2016.

Arison School of Business, IDC Herzliya, Israel, December 2015.

Cox School of Business, Southern Methodist University, November 2015.

University of Groningen, The Netherlands, June 2015.

Goizueta Business School, Emory University, February 2015.

Distinguished Speaker, Fox School of Business, Temple University, October 2014.

Distinguished Speaker in Marketing, Georgia Institute of Technology, April 2014.

University of Leuven Winter Camp, December 2013.

Fuqua School of Business, Duke University, January 2013.

University of California, Davis, November 2012.

Research Colloquium, University of Salamanca, Spain, May 2012.

Marketing Research Symposium, Moore School, University of South Carolina, April 2012.

University of Hamburg, September 2011.

HEC Paris Marketing Research Camp, September 2011.

Washington University, May 2011.

INRA-IDEI Seminar, Toulouse School of Economics, May 2011.

Marketing Modeling Research Camp, University of North Carolina at Chapel Hill, April 2011.

University of Massachusetts Amherst, January 2011.

University of Oviedo, May 2010.

Syracuse University, April 2010.

University of Texas at Austin, April 2010.

Erasmus University, December 2009.

University of Arizona, February 2009.

University of Houston, November 2008.

Distinguished Speaker, Lehigh University, April 2008.

Darden School, University of Virginia, February 2008.

Plenary Speaker, New Insights in Retailing Research, Autonoma University, Spain, June 2007.

University of Maryland Research Camp, May 2007.

University of Cologne and University of Hamburg Research Camp, January 2007.

London Business School Summer Camp, July 2006.

State University of New York Buffalo, 2006.

6th Annual Tilburg XMas Research Camp, Tilburg University, The Netherlands, 2005.

University of Cologne, Germany, 2005.

Marketing Distinguished Speaker, College of Business, University of Missouri – Columbia, 2005.

School of Business, University of Kansas, 2005.

MAPS Distinguished Speaker, Case Western Reserve University, 2005.

Smeal College of Business Administration, Pennsylvania State University, 2004.

University of Michigan, 2004.

University of California San Diego, 2003.

Erasmus University, The Netherlands, 2003.

University of Texas at Dallas, 2002.

Katz School, University of Pittsburgh, 2001.

University of Frankfurt, Germany, 2000.

University of Virginia, 2000, 1995.

Boston University School of Management, 2000.

University of North Carolina at Chapel Hill, 1999.

University of Kiel, Germany, 1998.

Harvard Business School, 1993.

Invited Academic-Practitioner Research Workshops/Presentations

Private Labels and the Interaction Between Manufacturers and Retailers, Marketing Modelers Group, May 2022.

A Framework, Metrics, and Tools to get Distribution Right, BG20 Business Challenge Webinar, Europanel and AiMark, November 2020.

Getting Multichannel Distribution Approximately Right, Marketing Science Institute Spring Trustee Meeting, April 2019.

Managing Multichannel Distribution, Marketing Science Institute Webinar, November 2018.

Managing Omnichannel to Win at Retail, Panel Moderator, Tuck Marketing Symposium, October 2017.

Managing Your Brand in a Multi-channel Ecosystem, Panel Moderator, Tuck Marketing Symposium, November 2016.

Corporate Social Responsibility Panel, Business and Society Conference, Tuck School of Business at Dartmouth, February 2015.

Inaugural Sir Stephen Tindall Distinguished Professor Lecture, Massey University, New Zealand, January 2015.

The Economics of Conditional Pricing, Federal Trade Commission / Department of Justice Workshop, Washington DC, June 2014.

Shopper Marketing and Pricing Conference, Stockholm School of Economics, May 2014.

Multi-Channel and Multi-Screen Marketing Conference, Marketing Science Institute, Dallas, May 2014.

AiMark 7th Annual Summit, Paris, March 2013.

Baker Center for Retailing IMPACT Panel on Online-Offline Interaction, Wharton School, February 2012.

ISMS Practice Conference, University of Maryland, December 2011.

AiMark 4th Annual Summit, March 2010.

Innovations in Retail Price Promotions, Thought Leaders Conference, Texas A&M, January 2010.

Implementing Marketing Science, ISMS Practice Conference, MIT, January 2010.

Evidence Based Marketing Conference, Georgia State University, July 2008.

Retailing Thought Leaders Conference, Babson College, April 2008.

Conference on Practice and Impact of Marketing Science, Wharton School, October 2007.

ISMS Practice Prize Reprise, European Marketing Academy Conference, Athens, 2006.

Tuck School Board of Overseers, 2005.

Private Label Research Symposium, Johnson & Johnson, 2005.

Plenary Session, Practitioner-Academic Collaborative Research Conference, Yale University, 2004.

Procter and Gamble Professors' Summit, 2004.

Marketing Science Institute Research Generation Workshop, Emory University, 2004.

MSI Conference on Linking Marketing to Financial Performance, Dallas, 2002.

Institute for International Research Conference on Trade Promotion, 2001.

Colgate Palmolive Company, 2001.

Marketing Science Institute Conference on Marketing Myths and Realities, 1993 (presented by Paul Farris).

Invited Conferences and Doctoral Consortiums

ISMS Marketing Science Doctoral Consortium, University of Miami, June 2023.

Inaugural ISMS Early Career Camp, October 2022.

AMA Sheth Doctoral Consortium, University of Texas at Austin, June 2022.

ISMS Marketing Science Doctoral Consortium, University of Rochester, June 2021.

Marketing Strategy Consortium, University of Texas at Austin, November 2020.

ISMS Marketing Science Doctoral Consortium, Duke University, June 2020.

Journal of Marketing Research Paul Green Award Session, American Marketing Association Summer Conference, Chicago, August 2019.

Keynote Speaker, Marketing Effectiveness Through Customer Journeys and Multichannel Management Conference, University of Bologna, Italy, June 2019.

ISMS Marketing Science Doctoral Consortium, Rome, Italy, June 2019.

Theory + Practice Conference, Columbia University, May 2019.

LehmannFest Conference, Columbia Business School, May 2019.

Shelby D. Hunt/Harold H. Maynard + Marketing Science Institute/H. Paul Root Award Session, American Marketing Association Summer Conference, Boston, August 2018.

ISMS Marketing Science Doctoral Consortium, Temple University, June 2018.

ISMS Marketing Science Doctoral Consortium, Johns Hopkins University, June 2015.

ISMS Marketing Science Doctoral Consortium, Ozyegin University, Turkey, July 2013.

Plenary Speaker, AMA Sheth Doctoral Consortium, University of Michigan, June 2013.

Marketing Science Emerging Markets Conference, Wharton School, September 2012.

AMA Sheth Doctoral Consortium, University of Washington, June 2012.

ISMS Marketing Science Doctoral Consortium, Boston University, June 2012.

Research Rigor and Relevance Panel, AMA Winter Educators Conference, Florida, February 2012.

AMA Sheth Doctoral Consortium, Texas Christian University, June 2010.

Special Session on the Future of Marketing Education, Winter AMA Conference, February 2010.

AMA Sheth Doctoral Consortium, Georgia State University, June 2009.

The Erin Anderson Research Conference on B2B Relationships, Wharton School, October 2008.

Plenary Speaker, AMA Sheth Doctoral Consortium, University of Missouri-Columbia, June 2008.

AMA Sheth Foundation Doctoral Consortium, 2005.

KPMG Ph.D. Project Marketing Doctoral Students Association Conference, 2005.

Northeast Research Forum, Babson College, 2002.

PIMS in Retrospect and Prospect Conference, University of Virginia, 2002.

AMA Doctoral Consortium, University of Miami, 2001.

Marketing Research Special Interest Group Session, AMA Summer Conference, 1998.

Special Journal of Retailing Award Session at the AMA Summer Conference, 1997.

Special Session of Recent Advances in Retailing and Service Science, Alberta, 1994.

Other Conference Presentations

Michael Palazzolo, Zoey Hu, Adithya Pattabhiramaiah, and Kusum Ailawadi, "School Nutrition Mandates and the Household Grocery Basket," Special Session on Consumer Health, Marketing Science Conference, 2021 (presented by Michael Palazzolo).

- Aashish Pandey, Yu Ma, Dinesh Gauri, and Kusum Ailawadi, "The Impact of Adding a Gas Station in Club Stores: Evidence from a Natural Experiment," Special Session on Retailing and Market Structure, *Marketing Science Conference*, 2020 (presented by Aashish Pandey).
- Yu Ma, Mercedes Martos-Partal, Kusum Ailawadi, and Oscar Gonzalez, "Private Label Supply by National Brand Manufacturers: An Empirical Analysis," *Marketing Science Conference*, 2019 (presented by Yu Ma).
- Maya Vuegen, Anne ter Braak, Lien Lamey, and Kusum Ailawadi, "How Mobile Self-Scanning Use Influences Consumers' Grocery Purchases," *Marketing Science Conference*, 2018.
- Sara Van der Maelen, Els Breugelsmans, Kathleen Cleeren, Kusum Ailawadi, and Scott Neslin (2017), "Who Stays and Who Goes? Testing the Boundaries of Loyalty," *Marketing Science Conference*, 2017 (presented by Els Breugelsmans).
- Harald van Heerde, Hannes Datta, and Kusum Ailawadi, "Consumer-Based and Sales-Based Brand Equity: How Well Do They Align", *Marketing Science Conference*, 2016 (presented by Harald van Heerde).
- Kusum Ailawadi, Yu Ma, and Dhruv Grewal, "Warehouse Club Shopping and Household's Nutritional Intake", *Marketing Science Conference*, 2015 (presented by Yu Ma).
- Yu Ma, Kusum Ailawadi, and Dhruv Grewal, "Drivers of Regular Food Purchases and the Impact of a Change in Health Status: The Case of Diabetes Diagnosis", *Marketing Science Conference*, 2012.
- Kusum Ailawadi, Jackie Luan, Scott Neslin, and Gail Taylor, "Does Retailer CSR Enhance Behavioral Loyalty: A Case for Benefit Segmentation," *AMA Winter Educators Conference*, 2012.
- Yu Ma, Kusum Ailawadi, and Dhruv Grewal, "Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis," *New England Schools Marketing Consortium*, 2011.
- Kusum Ailawadi, Jackie Luan, Scott Neslin, and Gail Taylor, "The Impact of Retailers' Corporate Social Responsibility on Price Fairness Perceptions and Loyalty," *Marketing Science Conference*, 2011.
- Tobias Langer, Kusum Ailawadi, Karen Gedenk, and Scott Neslin, "The Effectiveness of Conditional Promotions," *Marketing Science Conference*, 2011.
- Kusum Ailawadi, Koen Pauwels, and J.B. Steenkamp, "Private Label Use and Store Loyalty," Special Session, *Marketing Science Conference*, 2008.
- Kusum Ailawadi and Scott Neslin, "The Determinants of Consumption Flexibility," *Marketing Science Conference*, 2006.

- Kusum Ailawadi and Bari Harlam, "Quantifying and Improving Promotion Profitability at CVS," ISMS Practice Prize Session, *Marketing Science Conference*, 2005.
- Kusum Ailawadi, Koen Pauwels, and J.B. Steenkamp, "The Relationship Between Store Brand Use and Store Loyalty," Special Session, *Marketing Science Conference*, 2005.
- Kusum Ailawadi and Bari Harlam, "Why Promotion Profitability Varies" Special Session, *Marketing Science Conference*, 2004.
- Kusum Ailawadi, Karen Gedenk, Christian Lutzky, and Scott Neslin, "The Benefits of Promotion Induced Stockpiling," Special Session, *Marketing Science Conference*, 2004.
- Kusum Ailawadi, "An Empirical Analysis of Retail Margins: The Role of Store Brand Share," *Northeast Universities Marketing Consortium*, Harvard Business School, 2003.
- Kusum Ailawadi, "Channel Relationships and Performance: The Validity of Perceptual Performance Measures," *Marketing Science Conference*, University of Maryland, 2003.
- Kusum Ailawadi, Rajiv Dant, and Dhruv Grewal, "Linking Performance and Channel Relationship: Perceptual versus Objective Measures of Performance," Special Session, *AMA Winter Educators Conference*, 2003.
- Kusum Ailawadi, "The Determinants of Retailer Pass-through of Trade Promotions: An Empirical Analysis", *Marketing Science Conference*, University of Alberta, 2002.
- Kusum Ailawadi, Donald Lehmann, and Scott Neslin, "A Product-Market Based Measure of Brand Equity," *Marketing Science Conference*, University of Alberta, 2002.
- Kusum Ailawadi, Praveen Kopalle, and Scott Neslin, "Competitive Reaction to P&G's Value Pricing Move: National Brands Versus Private Labels," plenary session of *MSI Conference on Competitive Responsiveness*, 2001.
- Kusum Ailawadi, Praveen Kopalle, and Scott Neslin, "Predicting Competitive Response to P&G's Value Pricing Move," *Marketing Science Conference*, 2001.
- Kusum Ailawadi, "Do Store Brands Benefit Retailers?" *Marketing Science Conference*, 2000.
- Kusum Ailawadi, Jeffrey Inman, and Scott Neslin, "A Decision Support System for Designing Quantity Limit Promotions", *Marketing Science Conference*, 2000.
- Kusum Ailawadi, Donald Lehmann, and Scott Neslin, "Understanding Market Response to a Long-Term Change in Marketing Mix: An Analysis of P&G's Value Pricing Strategy," *Northeast Universities Marketing Consortium*, Cornell University, 1999.

- Kusum Ailawadi, Donald Lehmann, and Scott Neslin, "Understanding Market Response to a Long-Term Change in Marketing Mix: An Analysis of P&G's Value Pricing Strategy," *Northeast Universities Marketing Consortium*, Cornell University, 1999.
- Kusum Ailawadi, Donald Lehmann, and Scott Neslin, "P&G's Value Pricing Strategy," *Marketing Science Conference*, 1999.
- Kusum Ailawadi, Karen Gedenk, and Scott Neslin, "The Relationship Between Deal Proneness and Private Label Proneness," *Marketing Science Conference*, 1998.
- Kusum Ailawadi, Karen Gedenk, and Scott Neslin, "Modeling Heterogeneity in Brand Choice Models: A Comparison of Alternative Approaches," *Marketing Science Conference*, 1997.
- Kusum Ailawadi and Scott Neslin, "The Effect of Promotion on Consumption: Buying More and Consuming it Faster," *Marketing Science Conference*, 1996.
- Kusum Ailawadi and Scott Neslin, "The Effect of Promotion on Consumption: Buying More and Consuming it Faster," special session, *Association for Consumer Research Conference*, 1996.
- Kusum Ailawadi, Paul Farris, and Mark Parry, "Market Share and ROI: A Peek at Some Unobserved Variables," *Marketing Science Conference*, 1994.
- Kusum Ailawadi, Paul Farris, and Mark Parry, "Market Share and ROI: A Peek at Some Unobserved Variables," *Northeast Marketing Consortium*, Cornell University, 1994.
- Kusum Ailawadi, Norm Borin, and Paul Farris, "Channel Power and Profitability," *Marketing Science Conference*, 1993.
- Kusum Ailawadi and Paul Farris, "Tests of Significance in Models With Definitional Relationships," *Marketing Science Conference*, 1992.
- Kusum Ailawadi, Paul Farris, and Mark Parry, "Market Share and ROI: The Key Role of the Purchases/Sales Ratio," *Marketing Science Conference*, 1991.
- Kusum Ailawadi, Paul Farris, and Mark Parry, "Regression Analyses of Composite Variables," *Marketing Science Conference*, 1991.

Professional Service

Associate and Co-Editor:

- AE, *International Journal of Research in Marketing*, 2009 – 2015.
- AE, *Journal of Marketing*, 2011 –.
- AE, *Journal of Marketing Research*, 2018 –2022.
- AE, *Journal of Retailing*, 2014 – 2018.
- AE, *Marketing Science*, 2019 – 2021.

Senior Co-editor, Marketing Science Special Issue on Health, 2016 – 2018.

Editorial Review Boards:

International Journal of Research in Marketing, 2015 – 2018.
Journal of the Academy of Marketing Science, 2012 –2013, 2015 –.
Journal of Marketing, 2004 – 2011.
Journal of Marketing Research, 2008 – 2018.
Journal of Retailing, 2000 – 2014.
Marketing Science, 2005 – 2018.

Boards:

Past President, INFORMS Society for Marketing Science, 2024-2025.
President, INFORMS Society for Marketing Science, 2022-2023.
President-Elect, INFORMS Society for Marketing Science, 2020-2021.
Secretary, INFORMS Society for Marketing Science, 2016 –2019.
Academic Trustee, AiMark, 2009 –2022.
Academic Trustee, Marketing Science Institute, 2013 –2020.
Advisory Board, Global Center on Big Data in Mobile Analytics, Fox School, Temple University, 2015 – 2017.
Advisory Board, Journal of Marketing, 2020 –2023.
Advisory Board, Better Marketing for a Better World Initiative, 2022 –.
Advisory Board, AiMark Marketing Science Hub, 2023 –.
Trustee, Southern New Hampshire University (SNHU), 2009 – 2016.
Marketing Advisor, Query Mall.com, 2016 – 2018.

Chair/Co-chair:

ISMS Buck Weaver Award Selection Committee, 2016-2019.

4th International Conference on *Research on National Brand & Private Label Marketing (NB&PL2017)*, “Multi- and Omni-Channel Marketing: Opportunities and Pitfalls for Manufacturers and Retailers”, June 2017.
Proceedings published as “*Advances in National Brand and Private Label Marketing: Fourth International Conference*,” Springer Proceedings in Business and Economics.

J.B. Steenkamp Long Term Impact Award Selection Committee, 2014, International Journal of Research in Marketing.

Special Session on Consumer Health and Food Marketing, ISMS Marketing Science Conference, Boston University, 2012.

Special Session on Implementing Marketing Science, ISMS Practice Conference, MIT Sloan School, 2010.

Communication and Promotion Decisions, Retailing Thought Leaders Conference, Babson College, 2008.

Empirical Models of Manufacturer-Retailer Interaction Track, The Erin Anderson Conference, Wharton School, 2008.

Special Session on Retailing, Practice and Impact of Marketing Science Conference, Wharton School, 2007.

Special Session on Store Brands, Marketing Science Conference, Emory University, 2005.

Special Sessions on Promotions, Marketing Science Conference, Erasmus University, 2004.

Marketing Research Track, AMA Winter Educators Conference, 2001.

Member:

Committee for Appointments and Promotions (CAP), Bocconi University, Marketing Department, 2023 - .

Selection Committee, ISMS Buck Weaver Award, 2021 - .

Selection Committee, ISMS Practice Prize Competition, 2020.

Selection Committee, 2020 Shelby Hunt /Harold Maynard Award, *Journal of Marketing*.

Selection Committee, 2018 Lehmann Award for Best Dissertation-based Article published in the *Journal of Marketing* or *Journal of Marketing Research*.

Faculty Advisor, Marketing Science Institute Marketing Analytics Roundtable, 2013-2015.

Ph.D. Committee for Fahmi Grey, Marketing Department, Kenan-Flagler School, UNC Chapel Hill, 2023 -.

Ph.D. Committee for Iben Ricket, Quantitative Biomedical Sciences, Dartmouth College, 2020–2022.

Ph.D. Committee for Sara Van der Maelen, KU Leuven, 2014–2018.

Ph.D. Committee for Maya Vuegen, KU Leuven, 2015–2019.

Ph.D. Committee for Maciej Szymanowski, Tilburg University, 2009.

Search Committee for Journal of Marketing editor, 2008.

Practice (PRAC) Committee, INFORMS Society for Marketing Science, 2008-2009.

American Marketing Association, 1991–.

INFORMS and INFORMS Society for Marketing Science, 1991–.