

RAKESH NIRAJ

VITA

Associate Professor of Marketing (with tenure) – since 2012

Director of Undergraduate Marketing Programs – since 2014

Advisor – MSM in Business Analytics program – since 2017

Design and Innovation Department

Case - Weatherhead School of Management

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Previous Academic Position(s):

Assistant Professor of Marketing

Case - Weatherhead School of Management – 2009-2012

Assistant Professor of Marketing

USC-Marshall School of Business – 2001-2009

Visiting Associate Professor of Marketing

School of Business, University of Hong Kong, Spring 2015

Education

Ph.D. in Marketing, 2001

MSBA in Marketing, 1998

Washington University in St. Louis, MO, USA.

PGDM (Finance and Marketing concentration), 1991

Indian Institute of Management, Bangalore, India.

B.A.(Honours) in Economics, 1989

University of Delhi, New Delhi, India.

HONORS

- 2018 Best Paper in Marketing Track, 5th Asia Pacific International Conference, Mumbai, India, January 5-6.
- 2016 Nominee for Carl F. Wittke Award for Excellence in Undergraduate Teaching at CWRU – based on university wide student and recent alumni nominations
- 2012 Outstanding Paper Award – Winner, *Journal of Business to Business Marketing*.
- 2011 Best Paper Award – Honorable Mention, *Decision Sciences Journal* at the Annual Meeting of Decision Sciences Institute in Boston, MA. November 2011.

- Highly Commended Award by Emerald Literati Network for paper published in *the Journal of Business & Industrial Marketing*, 2009. Included in Emerald Reading List Assist, 2011.
- Professor of Excellence, awarded by *Delta Sigma Pi* of the University of Southern California, 2009.
- Winner of MSI/ H. Paul Root award for best paper in *the Journal of Marketing* for most significant contribution to the advancement of marketing practice, 2001.
- AMA-Sheth Doctoral Consortium Fellow, University of Southern California, 1999.
- 83rd Indian Economic Association Gold Medal, Indian Institute of Management, 1991.

Social Science Research Network (SSRN) Downloads (as of June 2018):

1721 downloads, and 12,355 abstract views

Research Gate RG Score: (as of June 2018): 18.27

Citation Count (using Google Scholar): 945 (as of June 2018).

h index: 10; i10 index 10 – source Google Scholar.

RESEARCH

Refereed Journal Publications

- Jaiswal A, R. Niraj, CH Park and M Agarwal. 2018 (Forthcoming) The Effect of Relationship and Transactional Characteristics on Customer Retention in Emerging Online Markets – *Journal of Business Research*.
- Niraj R. and C. Narasimhan. 2017. Examining incentives to share demand information with your channel partner. *International Journal of Information Technology & Decision Making*. Vol 16, Number 4, 961-980.
- Niraj R., and J. Singh. 2015. Impact of User-generated and Professional Critics Reviews on Bollywood Movie Success. *Australasian Marketing Journal*. Vol 23, 179-187.
- Niraj R. and S. Siddarth. 2014. Customization and Within Chain Data do not mix! *European Journal of Marketing*. Vol 48, issue 1/2, 360-379.
- Mark T., R. Niraj and N. Dawar. 2012. Uncovering Customer Profitability Segments for Business Customers. *Journal of Business to Business Marketing* . Vol 19, Issue 1, 1-32.
Winner of Outstanding Paper award among the articles in the journal in 2012
(Non-alphabetical order of authors highlights the role of first two authors as primary contributors)

- Janakiraman, R., and R. Niraj. 2011. The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: Evidence from High-Tech Durable Goods Market.
Decision Sciences Journal, Vol. 42, Issue 4, (Winter).
Honorable mention for Best Paper Award among the articles in the journal in 2011
- Tellis, G., E. Yin and R. Niraj. 2011. How Quality Drives the Rise and Fall of High-Tech Products
MIT Sloan Management Review Vol. 52(4). 14-16.
- Jaiswal, A. and R. Niraj. 2011. Examining Mediating Role of Attitudinal Loyalty and Nonlinear Effects in Satisfaction-Behavioral Intentions Relationship.
Journal of Services Marketing Vol. 25 (3). 165-175.
- Jaiswal, A., R. Niraj and P. Venugopal. 2010. Context-General and Context-Specific Determinants of Online Satisfaction and Loyalty for Commerce and Content Sites.
Journal of Interactive Marketing Vol. 24 (3). 222-238.
(Non-alphabetical order of authors highlights the role of first two authors as primary contributors)
- Tellis, G., E. Yin and R. Niraj. 2009. Does Quality Win? Network Effects Versus Quality in High-Tech Markets.
Journal of Marketing Research. Vol. XLVI (2). 135-149.
Lead Article with invited commentary.
- Tellis, G., E. Yin and R. Niraj. 2009. Why and How Quality Wins Over Network Effects and What it Means.
Journal of Marketing Research. Vol. XLVI (2). 160-162.
- Niraj, R., G. Foster, M. Gupta, and C. Narasimhan. 2008. Understanding Customer Level Profitability Implications of Satisfaction Programs.
Journal of Business & Industrial Marketing. Vol.23 (7). 454-463.
Winner of Highly Commended award among the articles in the journal that year.
(Non-alphabetical order of authors highlights the bigger contribution of the first author)
- Niraj, R., V. Padmanabhan, P.B. Seetharaman. 2008. A Cross-Category Model of Households' Incidence and Quantity Decisions. *Marketing Science*. Vol. 27 (2). 225-235.
- Iyer, G., C. Narasimhan, and R. Niraj. 2007. Information and Inventory in Distribution Channels. *Management Science*. Vol. 53 (10). 1551-1561.
(Article based on an essay in Ph.D. dissertation of R. Niraj)

- Niraj, R., M. Gupta, and C. Narasimhan. 2001. Customer Profitability in a Supply Chain.
Journal of Marketing. Vol. 65(3). 1-16.
Lead Article. Winner of MSI/H. Paul Root Best Paper Award among the articles in the journal that year.

Refereed Conference Proceedings

- Iuculano, D., R. Niraj and K. Lyytinen. Personal Data Sharing and Collection: Consumer Acceptance and Fairness of Exchanges in Digital Environments.
Proceedings of the 2018 AMA Summer Marketing Educators' Conference, Chicago, IL, 2018 (Forthcoming)
- Niraj, R., A. Garg and M. Si. On Using Survival Analysis with CRM Data for Better Sales Predictions.
Proceedings of the 5th Asia Pacific International Conference, Mumbai, India, 2018.
Winner of Best Submission in Marketing Track
- Mark T., J. Bulla , R. Niraj and I. Bulla. A Dynamic Segmentation Model in a Multichannel Environment.
Proceedings of the 46th EMAC Annual Conference, Groningen, The Netherlands, 2017.
- Niraj, R., A. Garg and M. Si. Better Deal Closure Predictions: A Matter of “Survival” for Sales Operations.
Proceedings of the 46th EMAC Annual Conference, Groningen, The Netherlands, 2017.
- Paolillo, Bill, R. Niraj and A Lindberg. How Organizations Engender Positive Affect in Online Product-Centered Communities. *Proceedings of the 2015 AMA Summer Marketing Educators' Conference*, Chicago, IL, 2015
- Mark T., J. Bulla , R. Niraj and I. Bulla. Assessing Omnichannel Behavior of Customers at a Multi-Channel Retailer. *Proceedings of the 2014 AMA Summer Marketing Educators' Conference*, San Francisco, CA, 2014
- Niraj R. and S. Siddarth. How Well Do You Know Your Customers? Using Loyalty Card Data to Make Inferences about Purchasing Behavior.
Proceedings of the 39th EMAC Annual Conference, Copenhagen , Denmark, 2010.
- Jaiswal A., and R. Niraj. Examining Nonlinearity in Satisfaction-Loyalty-Behavioral Intentions Relationships.
Proceedings of the 2008 AMA Summer Marketing Educators' Conference, San Diego, CA, 2008.
- Jaiswal A., R. Niraj, and P. Sinha. Understanding the Service-Profit Chain Using Individual Level Data for an Online Retailer.

Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference Proceeding 2008, Las Vegas, Nevada, 2008.

- Janakiraman, R., and R. Niraj. The Impact of Social Contagion on what to buy, how to buy and whom to buy from: Evidence from High-Tech durable goods market.
Proceedings of the 37th EMAC Annual Conference, Brighton, England, 2008.
- Tellis G., R. Niraj and E. Yin. Network Effects or Quality: What drives the success of new high-tech products?
Proceedings of the 37th EMAC Annual Conference, University of Brighton, England, 2008.
- Niraj R. and S. Siddarth. Vanishing Profits: The Consequences of Using Store Loyalty Data for Target Marketing Programs for a Grocery Retailer.
Proceedings of the International Conference on Return on Marketing Investments, Indian Institute of Management, Ahmedabad, India, 2006.

Other Publications

- Tellis, G., E. Yin and R. Niraj. Does Quality Win? Network Effects Versus Quality in High-Tech Markets. Reprinted in Path Dependence and Lock In, edited by Stan J. Liebowitz, University of Texas at Dallas, and Stephen E. Margolis, North Carolina State University, (2013) Edward Elgar Publishing Ltd, Cheltenham, UK.
- Tellis, G., E. Yin and R. Niraj. Does Quality Win? Competing Against An Entrenched Market Leader In High-Tech Markets. November (2010).
GfK Marketing Intelligence Review, GfK-Association, Nürnberg, Vol 2, No. 2.
- "Customer Profitability in a Supply Chain," Niraj, Rakesh, Mahendra Gupta and Chakravarthi Narasimhan. Published by Marketing Science Institute as Report No. 99-125 in its Working Paper Series (1999).

Research under Review

- "A Dynamic Segmentation Framework in a Multichannel Environment" with T. Mark, J. Bulla and I. Bulla – Status: Revising for invited resubmission – International Journal of Research in Marketing.
- "Capturing the Impact of Multiple Reference Products on Consumer Choice: A Mixtures-of-Experts Model" with P. Wang, L Sun, J Chung and M Su – Status: Submitted – Decision Support Systems.

Work in Progress

- “Analyzing Success of Biotech firms: The Role of Intellectual and Alliance Capabilities in Moving from Innovation to a Product Launch,” with Andrew Gallan and Monte Shafer – Target: Marketing Science. Status: Data analysis in progress.
 - We use a multi-stage hazard model to examine factors, including patent portfolio and type of alliances, which affect success of such high-tech products.
- “Better Deal Closure Predictions: A Matter of “Survival” for Sales Operations” with A Garg and M Si – Status: Finalizing to submit – Potential target: International Journal of Forecasting.
- “Reference Points in Consumer Choices and Modeling Methods: A Review and Future Directions,” with P. Wang, L Sun, L Zhang and W Gui – Status: Finalizing to submit – Potential target: International Journal of Marketing Research.

Presentations

- Niraj, R, A. Garg and M. Si. Better Deal Closure Predictions: A Matter of “Survival” for Sales Operations.
 - *46th EMAC Annual Conference*, Groningen, The Netherlands, May 2017
 - University of Nebraska, Lincoln, September 2017
 - 5th Asia Pacific International Conference, Mumbai, India, January 2018
- Niraj, R and A. Jaiswal. A Dynamic Model of Customer Relationship with an Online Retailer: Examining Role of Trust.
 - *China India Insights Conference*, London Business School, London, UK, July 2016
- Paolillo, B., R. Niraj and A. Lindberg. How Organizations Engender Positive Affect in Online Product-Centered.
 - *AMA Summer Marketing Educators’ Conference*, Chicago, IL, August 2015
- Mark T., J. Bulla, R. Niraj and I. Bulla. A Dynamic Segmentation Framework: Assessing Omnichannel Behavior of Customers.
 - INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013.
 - Wilfred Laurier University, February 2014*
 - 2nd Canadian Empirical and Theoretical Symposium in Marketing Strategy, McMaster University, May 2014*
 - INFORMS Marketing Science Conference, Atlanta, June 2014*
 - AMA Summer Marketing Educators’ Conference, San Francisco, CA, August 2014
 - 11th Marketing Dynamics Conference, Las Vegas, NV, August 2014*
 - *46th EMAC Annual Conference*, Groningen, The Netherlands, May 2017
 - 19th Annual Meeting of *National Business and Economics Society*, March 2018*

- Niraj, R. and A. Jaiswal. Role of Trust in Customer Relationship Length: Theory and Empirical Examination at an Online Retailer
 - Kent State University, Kent, OH, April 2014
 - Asian Marketing Research and Case Conference, University Sains Malaysia, Penang, Malaysia, January 2015
- Niraj, R. and J. Singh: Revenue Impact of Positivity Ratio of User Generated Reviews
 - 6th Great Lakes – NASMEI Conference, Chennai, India, December 2012
- Niraj, R., A. Jaiswal and P. Sinha: How does Trust affect customer relationship outcomes? An empirical examination
 - 6th Great Lakes – NASMEI Conference, Chennai, India, December 2012*
- Gallan A., R. Niraj and M. Shaffer. Leveraging Capabilities for New Product Development: How Emerging Firms Succeed in Biotech.
 - INFORMS Marketing Science Conference, Boston, USA, June 2012.
- Martin M., Merchant K and R. Niraj. Understanding Homebuyer Satisfaction: Before and After the Crash.
 - INFORMS Marketing Science Conference, Cologne, Germany, June 2010.
- Jaiswal, A. and R. Niraj. Examining Nonlinearity in Satisfaction-Loyalty-Behavioral Intentions Relationships.
 - *AMA Summer Marketing Educators' Conference*, San Diego, August 2008.
- Janakiraman, R., and R. Niraj. The Effects of Social Contagion on Brand Loyalty: Evidence from a Consumer Durable Market.
 - *INFORMS Marketing Science Conference*, Vancouver, June 2008.
- Jaiswal, A., R. Niraj and P. Sinha. Understanding the Links from Activities to Profits: The Service Profit Chain for an Online Retailer.
 - *Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference*, Las Vegas, June 2008*
- Janakiraman, R., and R. Niraj. Contagion Effects in Brand Choice, Channel Choice and the Retailer Choice Decisions of Computer Buyers.
 - *Yale Conference on Customer Insight, New Haven, April 2009.**
 - *37th EMAC Annual Conference*, University of Brighton, England, May 2008.
 - *INFORMS Marketing Science Conference*, , Singapore, June 2007.
- Niraj, R., S. Siddarth. Vanishing Profits: The Consequences of Using Store Loyalty Data for Target Marketing Programs for a Grocery Retailer.
 - *39th EMAC Annual Conference*, Copenhagen, Denmark, June 2010.
 - *UT-Dallas Marketing Conference*, February 2008.

- *International Conference on Return on Marketing Investments*, Indian Institute of Management, Ahmedabad, India, January 2006.
 - University of British Columbia, May 2006.*
 - *Supermarket Retailing Conference*, School of Management, University at Buffalo, August 2005.
- Tellis, G., R. Niraj and E. Yin. Network Effects, Quality and the Success of New High-tech Products.
 - *37th EMAC Annual Conference*, University of Brighton, England, May 2008.*
 - *PDMA Annual Conference*, Atlanta, GA, October 2006.
 - *INFORMS Marketing Science Conference*, Pittsburgh, PA, June 2006.
- Jaiswal, A., R. Niraj and P. Venugopal. Context-General and Context-Specific Determinants of Online Satisfaction and Loyalty for Commerce and Content Sites.
 - *INFORMS Marketing Science Conference*, Singapore, June 2007.*
- Niraj, R., G. Foster, M. Gupta, and C. Narasimhan. Understanding Customer Level Profitability Implications of Satisfaction Programs.
 - *International Conference on Return on Marketing Investments*, Indian Institute of Management, Ahmedabad, India, January 2006.
 - *INFORMS Marketing Science Conference*, College Park, MD, 2003.
- Mark, T., K. Antia, R. Niraj and N. Dawar. Customer Profitability: A Function of the Pattern of Transactions that Characterize Relationships.
 - *INFORMS Marketing Science Conference*, Atlanta, June 2005.*
- Niraj, R. and S. Siddarth. Using Store Loyalty Data for Target marketing: Impact of Limited Purchase Information.
 - *INFORMS Marketing Science Conference*, Rotterdam, The Netherlands, 2004.
- Niraj, R., G. Iyer, and C. Narasimhan. Lean Retailing and Channel Relationships.
 - *INFORMS Marketing Science Conference*, Edmonton, Canada, 2002.
- Niraj, R., V. Padmanabhan, P.B. Seetharaman. A Multi-Category Household-Level Model of Incidence & Quantity.
 - *INFORMS Marketing Science Conference*, Los Angeles, 2000.
- Niraj, R., M. Gupta, and C. Narasimhan. Customer Profitability in a Supply Chain.
 - *Management Accounting Research Conference - American Accounting Association*, Mesa, Arizona, January 2000
- Niraj, R., G. Iyer, and C. Narasimhan. The Strategic Effects of Postponement.
 - *INFORMS Marketing Science Conference*, Syracuse, 1999.

* Presentation made by a co-author

TEACHING

Current and Recent Teaching

- MKMR 308: Measuring Marketing Performance (UG level advanced elective)
- MSBA 445: Advanced Marketing Analytics (MSM-Business Analytics)
- MKMR 408: Marketing Metrics (MBA level advanced elective)
- MSBA/MSOR 407: Managerial Marketing for Specialty Masters Programs
- MSBA 444: Predictive Modeling (Team taught in MSM-Business Analytics)

Past Teaching

- GMBA 402C-2: Management Analytics – III, Marketing Metrics: 2014-15
- MKTG 3531^{##}: Strategic Marketing Management: 2015
- MKMR 201: Marketing Management (UG Core marketing): 2009-2014
- MKMR 311/411: Customer Relationship Management (Undergraduate / MBA level advanced elective) – 2012-1015 / 2012
- MKMR 355: Communications Management in a Digital Marketplace (UG advanced elective) – 2011, 2012
- MKT 470[#]: Marketing Research (UG level advanced elective)
- MKT 512[#]: Marketing and Consumer Research (MBA level advanced elective)
- BUAD 307[#]: Marketing Fundamentals (UG Core)
- MKT 425[#]: Direct Response Marketing (UG level advanced elective)
- MKT 613[#]: Ph.D. seminar in Marketing Models

This class was taught at University of Southern California

This class was taught at University of Hong Kong

Teaching Award Nominations

- Weatherhead Graduate Teaching Award: 2013
- Weatherhead Undergraduate Teaching Award: 2014
- Carl F. Wittke Award for Excellence in Undergraduate Teaching at CWRU – 2016

Doctoral Committees

At Case Western Reserve University:

Michael Fisher – DM/Ph.D. Program - Member
Bill Paolillo – DM Program – Advisor
Roy Gifford – DM/Ph.D. Program – Member
Donna Iucolano – DM/Ph.D. Program – Chair
Dijo Alexander – DM/Ph.D. Program - Member

At University of Southern California (all members):

Shaoming Qu (currently with American Express)
Prokriti Mukherji (currently at Kings College, London)
Srabana Dasgupta (currently at Simon Fraser University, Vancouver, BC)

Ram Janakiraman (currently tenured at University of South Carolina)
Yongchuan Bao (currently tenured at University of Alabama - Huntsville)
Kawon Cho (from Economics Department, currently at Science and Technology Policy
Institute, Seoul, South Korea)

SERVICE ACTIVITIES

University Committees

- Faculty Senate Committee on Undergraduate Education (2012-2014, 2015-17)
- Faculty Senate Committee on Compensation (2012-2015 – Chair during Fall 2014)
- University Fringe Benefits Committee (2012-2015)

School/Department Level Committees representing department

- Undergraduate and Integrated Studies Executive Committee (2010-17)
- Ad-hoc Committee on Academic Misconduct (2011)
- Chair- Marketing Student Award Committee – MBA (2010-12), UG (2010-2014, 2016-)
- Member – Search Committee for Tenure Track Faculty – 2009-2012
- Chair – Search Committee for Non-tenure track faculty – 2014, 2015
- Member – Search Committee for Non-tenure track faculty – 2016
- Member – Dean’s Committee to review by-laws of Weatherhead school -2016-17

Weatherhead School Faculty Council – At-large member 2014-17

Undergraduate Program Director (Informal) – (2012-2014) for marketing concentration, upgraded and re-launched as marketing major

Lead Faculty Co-Director of Masters of Science in Business Analytics Program – (2014-17): Conceived and launched the one-year Masters program in 2016

Marketing Area Coordinator – 2014-17. Handled staffing, scheduling and planning of marketing and some other classes in the department of Design & Innovation.

OTHER ACTIVITIES

- Editorial Board Membership: the Journal of Marketing (2007-08); the Journal of Business Research (2015-)
- Ad-hoc reviewer for *Marketing Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Decision Sciences Journal*, *Journal of International Business Studies*, *Journal of Retailing*, *Marketing Letters*, *PLOS ONE*, *Journal of the Operations Research Society*, *Production and Operations Management* and *AMA Dissertation competition*
- Guest Editor for *SAGE OPEN* journal (2017-)

- Newspaper mentions in Cleveland Plain Dealer and Cleveland.com all years between 2009 and 2017; Topics ranged from marketing and retailing issues like advance-booking promotions, retailer's return policies, retail theft during Holiday shopping season, use of free samples in-store, Store closures in Mall, trend of layaway and competition in toy markets, digital trends in business to business markets, and impact of upgrading to a high-tech Blimp on Goodyear's brand image.