

Kartik Kalaignanam

Education

Doctorate of Philosophy in Marketing, Texas A&M University, 2007.

Bachelor of Engineering (Instrumentation), University of Mumbai, 1994.

Honors and Awards

- ✓ Best Overall Paper in the Conference, *AMA Summer Conference*, 2016
- ✓ Best Paper in the *Marketing Strategy Track* at AMA Summer Conference, 2016.
- ✓ Best Paper in the *Interorganizational Issues Track* at AMA Marketing Educators' Summer Conference, 2015.
- ✓ Finalist, ISMS Long Term Impact Award, 2015.
- ✓ Finalist, Best Paper, OM Division, Academy of Management, 2015.
- ✓ Winner, PDMA Doctoral Dissertation Competition 2006.
- ✓ Finalist, 2005 ISBM Doctoral Dissertation Competition.
- ✓ Best Paper in the *E-Commerce and Technology Track* at AMA Marketing Educators' Summer Conference, 2004.
- ✓ Discussant, 36th Annual Haring Symposium, Indiana University, 2006.
- ✓ Fellow, 2005 ISMS Doctoral Consortium, Georgia.
- ✓ Fellow, 2005 AMA Sheth Foundation Doctoral Consortium, Connecticut (Storrs).
- ✓ Fellow (Presenter), XXII Doctoral Symposium in Marketing, University of Houston, 2004.
- ✓ Dean's Award for Outstanding Research by a Doctoral Student, Texas A&M University, 2004-2005.
- ✓ Department of Marketing Award for Research Excellence, 2006, Texas A&M University.
- ✓ Regent's Fellowship 2002-2005, Texas A&M University.
- ✓ Department of Marketing Scholarship, 2002-2006, Texas A&M University

Refereed Publications

Citation Count (Google Scholar): 487

Web of Science Count: 150

h-index: 8

- 1) **Kalaignanam, Kartik**, Tarun Kushwaha and Anand Nair (2017), "The Product Quality Impact of Aligning Buyer-Supplier Network Structure and Product Architecture: An Empirical Investigation in the Automobile Industry," *Customer Needs and Solutions*, Forthcoming.
- 2) **Kalaignanam, Kartik**, Tarun Kushwaha and Tracey Swartz (2017), "The Differential Impact of NPD Make/Buy Choices on Immediate and Future Product Quality: Insights from the Automobile Industry," *Journal of Marketing*, Forthcoming.
- 3) Eilert, Meike*, Satish Jayachandran*, **Kartik Kalaignanam*** and Tracey Swartz (2017), "Does It Pay to Recall Your Product Early? An Empirical Investigation in the Automobile Industry," *Journal of Marketing*, May. (available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2166351)

*Equal Contribution

- Paper selected by the JM Editor for Press Release/Coverage. Accepted papers with the potential to impact managerial thought and practice are provided coverage in leading news publications.

- 4) May, Frank, Monga, Alokparna Basu and **Kartik Kalaignanam** (2015), "Consumer Responses to Brand Failures: The Neglected Role of Honor Values," In *Review of Marketing Research* (Special Issue on Brand Meaning Management), Special Issue Editors: Deborah J. MacInnis and C. Whan Park. Publisher: Emerald

- 5) **Kalaignanam, Kartik** and Cem Bahadir (2013), Corporate Brand Name Changes and Business Restructuring: Is the Relationship Complementary or Substitutive, *Journal of the Academy of Marketing Science*. Forthcoming.

(available at www.springerlink.com/index/Y731H83717468108.pdf)

- 6) **Kalaignanam, Kartik**, Tarun Kushwaha and Meike Eilert (2013), The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry, *Journal of Marketing*. 77(March).

(available at http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2166351)

- SSRN Top Ten Download List in MKTG: Marketing Strategy (Topic) Top Ten Network in November 2012
- SSRN Top Ten Download List in Decision Making, Organizational Behavior & Performance eJournal Top Ten Network in November 2012.
- Media coverage in CNBC, WSJ, Reuters and Yahoo! News and several other regional outlets.

- 7) Jayachandran, Satish, **Kartik Kalaiganam** and Meike Eilert (2013), Product and Environmental Social Performance: Varying Effect on Firm Performance, *Strategic Management Journal*.
- Selected by the Network of Business Sustainability at Ivey Business School, Canada, for circulation to approximately 3000 managers via their newsletter
 - Selected by Impact Magazine (formerly AsianNGO Magazine) for circulation to an online subscriber base of 50,000 and print subscriber base of 1000.
<http://nbs.net/knowledge/three-tips-for-profiting-from-csr-activities/>
- 8) **Kalaiganam, K.**, Kushwaha, T. Steenkamp, J.B. and Tuli, K. (2013). The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective, *Management Science*, 59(March), 748-769.
(available at http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2089664)
- SSRN Top Ten Download List in “Shareholders in Corporate Governance” Network in July, August and September 2012.
 - SSRN Top Ten Download List for “Organizations & Markets: Structures & Processes in Organizations eJournal” Network in July, August and September 2012.
- 9) **Kalaiganam, K.**, and R.Varadarajan (2012). Offshore Outsourcing of Customer Relationship Management: Conceptual Model and Research Propositions,” *Journal of the Academy of Marketing Science*. **40**(2) 347-363.
- 10) **Kalaiganam, K.**, T. Kushwaha, R.Varadarajan (2008). Marketing Operations Efficiency and the Internet: An Organizing Framework. *Journal of Business Research*. **61**(4) 300-308.
- 11) **Kalaiganam, K.**, V. Shankar, R.Varadarajan (2007). Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships. *Management Science*. **53** 35774.
- a. Finalist, ISMS Long Term Impact Award, 2015
 - b. Lead article
 - c. First essay of my dissertation research.
 - d. Also featured as a MSI working paper
 - e. Featured by Emory Institute of Brand Science, Emory University, 2006.
 - f. Featured in Marketing Management journal.
 - g. Featured by ISBM in their commentary section and audio series.
 - h. Reprinted in *New Product and Services Development (Gatignon, Ed.)*, SAGE Publications, 2010.
- 12) **Kalaiganam, K.**, and R.Varadarajan (2006), “Customers as Co-Producers: Implications for Marketing Strategy Effectiveness and Marketing Operations Efficiency,” in R.F.Lusch and S.L.Vargo (Eds.), *Toward a Service-Dominant Logic for Marketing: Dialog, Debate and Directions*. (Armonk, NY: M.E.Sharpe), 270-281.

Research Grants (Awarded)

- \$1000, Working Paper Research Grant, ISBM, 2006.
- \$2500, Research Grant, CIBER, 2007, University of South Carolina.
- \$4000, Research Grant, Moore School of Business, 2010.
- \$2500, Research Grant, CIBER, 2010, University of South Carolina.
- \$39,000 Research Grant, Quebec Research Council, 2013, Canada.
- \$6500, Research Grant, Center for Executive Succession, Moore School of Business, 2015.
- \$5000, SPARC Grant, University of South Carolina.

Teaching Interests

Marketing Strategy and Pricing Analytics.

Teaching Performance

Professional MBA (Evening MBA)

Pricing Strategy & Analysis

Average Instructor Performance Rating: 4.54 (1 = lowest, 5 = highest)

International MBA (Full time MBA)

Pricing Strategy & Analysis

Average Instructor Performance Rating: 4.50 (1 = lowest, 5 = highest)

2016 Average Instructor Performance: 4.76

PhD

Seminar on Marketing Strategy

Average Rating: 4.75 (1 = lowest, 5 = highest)

Undergraduate

Capstone Course on Strategic Marketing and Planning (Case Based Class)

Average Instructor Performance Rating: 4.45 (1 = lowest, 5 = highest)

2016 Average Instructor Performance: 4.75 (1 = lowest, 5 = highest)

Professional Service

- Ad-hoc reviewer: *Journal of Marketing, Journal of Marketing Research, Management Science, International Journal of Research in Marketing, Production & Operations Management, Manufacturing Service & Operations Management, Journal of International Marketing, Journal of Operations Management, Journal of Management Studies, Shankar- Spiegel Doctoral Dissertation Award, PDMA Doctoral Dissertation Competition, AMA Summer and Winter Educator Conferences.*
- Co-chair, Research Methods and Analytics Track, AMA Winter Educators Conference 2011.
- Co-chair, Special Session titled “Negative Firm Behavior and Its Impact on Multiple Stakeholders”, AMA Winter Educator’s Conference 2011.
- Co-chair, Special Session titled “Marketing Strategy and Firm Performance: New Issues and Methods”, AMA Winter Educator’s Conference 2011.

University of South Carolina Service

- Graduate Program Faculty Committee, 2016-
- Full Time MBA Program Committee, 2015-
- Faculty Senate, 2010-2012
- Graduate Council, 2010-2012
- Graduate Student Research Judge, 2010, 2011 & 2012

Department of Marketing Service

- Annual Research Symposium/Speaker Series Coordinator, 2013-2016
- Faculty Recruitment Committee, 2013, 2015, 2016
- Qualifying Examination Committee: Helena Allman, Rafay Siddiqui, Mitch Murdoch, Tracey Swartz, Sina Aghaie, Sotos Pagiavlas.
- Comprehensive Examination Committee: Tracey Swartz.
- Doctoral Dissertation Committee: Helena Allman (Graduated 2013)
- Doctoral Dissertation Supervision: Tracey Swartz (In Progress)

Work Experience

- Marketing Manager, Netaphase Consulting, Mumbai, India. (2000- 2000).

- Regional Sales Coordinator, adidas India, Mumbai, India. (1998- 2000).
- Area Sales Executive, Voltas Ltd., Mumbai, India. (1997- 1998).
- Graduate Engineer Trainee, Bombay Dyeing and Manufacturing Co. Ltd, Mumbai, India. (1994- 1995).

Professional Affiliations

INFORMS, American Marketing Association

Personal Information

U.S. Permanent Resident