

SATISH JAYACHANDRAN

James F. Kane Professor of Business and Professor of Marketing

OFFICE

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1107 Woodtree Court
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ACADEMIC BACKGROUND

Ph. D. Texas A&M University (1999)

PGDM Indian Institute of Management Calcutta, India (1988)

B. Tech. University of Kerala, India (1985)

INDUSTRY EMPLOYMENT

Sales Management in the Information Technology Industry
Account Management in the Advertising Industry in India.

HONORS

Research

- 2012 Outstanding PhD Alumnus, Mays Business School, Texas A&M University.
- Francis M. Hipp Moore Distinguished Fellow (Since 2010)
- Tamer Cavusgil Award, 2009 (with co-authors) for the best article, *Journal of International Marketing*.
- Moore Research Fellow (2006-2010).
- Marketing Science Institute Young Scholar, 2003.
- Harold H. Maynard Award, 2001 (with co-authors) for the article that made the most significant contribution to marketing theory and thought, *Journal of Marketing*.
- Consortium Faculty, 47th AMA-Sheth Foundation Doctoral Consortium, University of Washington, 2012
- Consortium Faculty, 46th AMA-Sheth Foundation Doctoral Consortium, Oklahoma State University, 2011

- Consortium Faculty, 45th AMA-Sheth Foundation Doctoral Consortium, Texas Christian University, 2010.
- Consortium Faculty, 44th AMA-Sheth Foundation Doctoral Consortium, Georgia State University, 2009
- Best Paper Award, Global Marketing Track, 2001 AMA Winter Educators' Conference.
- Best Overall Conference Paper Award, 2000 AMA Winter Educators' Conference.
- Best Paper Award, Marketing Strategy Track, 2000 AMA Winter Educators' Conference.
- Honorable Mention, 1998 George Day Dissertation Proposal Competition.
- Best Paper Award, Sales Management Track, 1997 AMA Summer Educators' Conference.
- Doctoral Student Research Excellence Award, Department of Marketing, Texas A&M University, 1996-1997.
- Consortium Fellow, 1997 AMA Doctoral Consortium, University of Cincinnati.
- Regents Fellowship, Texas A&M University, 1994-1997.

Teaching

- Alfred G. Smith Award for Teaching Excellence, Moore School of Business, 2005.
- Distinguished Graduate Assistant Teaching Award, Texas A&M University, 1998 (University-wide teaching award presented by the Association of Former Students and the Office of Graduate Studies of Texas A&M University).
- Dean's Award for Outstanding Teaching by a Doctoral Student, Mays School of Business, Texas A&M University, 1998-99.
- Doctoral Student Teaching Excellence Award, Department of Marketing, Texas A&M University, 1996-1997.

RESEARCH INTERESTS

Market Responsiveness of Firms, Customer Relationship Management, Corporate Social Responsibility and Sustainability, Branding.

CITATION COUNT

SSCI Citation Count (08/21/14) - **797** ; h-index - **11**

Google Scholar Citation Count (08/21/14) - **2656** ; h-index - **12**

JOURNAL ARTICLES

Jayachandran, Satish, Peter Kaufman, V. Kumar, and Kelly Hewitt (2013), "Brand Licensing: What Drives Royalty Rates?" *Journal of Marketing*, 77(5), 108-122.

Jayachandran, Satish, Kartik Kalaignanam, and A. Meike Eilert (2013), "Product and Environmental Social Performance: Varying Effect on Firm performance," *Strategic Management Journal*, 35, 1255-1264.

Robinson, Stefanie Rosen, Caglar Irmak, and Satish Jayachandran (2012), "Choice of Cause in Cause-Related Marketing," *Journal of Marketing* 76 (4), 126-139.

Krasnikov, Alexander, Satish Jayachandran, and V. Kumar (2009), "The Impact of CRM Technology on Cost and Profit Efficiencies: Evidence from U.S. Commercial Banking Industry," *Journal of Marketing*, 73 (6), 61-77.

Roth, Martin, Satish Jayachandran, Mourad Dakhli, and Deborah Colton (2009), "Subsidiary Use of Foreign Marketing Knowledge," *Journal of International Marketing*, 17 (1), 1-29.

- Lead Article, Winner of the Tamer Cavusgil Award

Krasnikov, Alexander and Satish Jayachandran (2008), "The Relative Impact of Marketing, R&D, and Operations Capabilities on Firm Performance," *Journal of Marketing*, 72 (4), 1-11.

- Lead Article

Kaufman, Peter, Satish Jayachandran, and Randall L. Rose (2006), "The Role of Relational Embeddedness in New Product Selection by Retail Buyers," *Journal of Marketing Research*, 43 (November), 580-587.

Jayachandran, Satish and Rajan Varadarajan (2006), "Does Success Diminish Competitive Responsiveness? Reconciling Conflicting Perspectives," *Journal of the Academy of Marketing Science*, 34 (3), 284-294.

Jayachandran, Satish, Subhash Sharma, Peter Kaufman, and Pushkala Raman (2005), "The Role of Relational Information Processes and Technology Use in Customer Relationship Management," *Journal of Marketing*, 69 (October), 177-192.

Kirca, Ahmet, Satish Jayachandran, and William O. Bearden (2005), "Market Orientation: A Meta-Analytic Review of its Antecedents and Impact on Performance," *Journal of Marketing*, 69 (April), 24-41

Jayachandran, Satish, Kelly Hewett, and Peter Kaufman (2004), "Customer Response Capability in a Sense-and-Respond Era: The Role of Customer Knowledge Process." *Journal of the Academy of Marketing Science*, 32 (Summer), 219-233 (Lead Article).

Varadarajan, Rajan P., Satish Jayachandran, and J. Chris White (2001), "Strategic Independence in Organizations: Deconglomeration and Marketing Strategy," *Journal of Marketing*, 65 (January), 15-28.

- Winner of the Maynard Award, Journal of Marketing.

Jayachandran, Satish, Javier Gimeno, and P. Rajan Varadarajan (1999), "Multimarket Competition and Interfirm Rivalry: A Synthesis and Implications for Marketing Strategy," *Journal of Marketing*, 63 (August), 49-66.

Varadarajan, P. Rajan and Satish Jayachandran (1999), "Marketing Strategy: Evolution, State of the Field, and Outlook," *Journal of the Academy of Marketing Science*, 27 (Spring), 120-143 (Invited Article).

OTHER PUBLICATIONS

Jayachandran Satish (2011), "Phil Kotler and "Lead-R" Relevance: Not Jumping on the Bandwagon but Shaping Its Direction," *Legends in Marketing: Phil Kotler, Changing and Managing the Marketing Mix*, Volume 3, 120, Sage Publications.

Jayachandran Satish, Kelly Hewett, and Peter Kaufman (2009), "Intellectual Property Rights and Brand Licensing: The Importance of Brand Protection," *Marketing Science Institute Working Paper Series (09-209)* (<http://www.msi.org/publications/publication.cfm?pub=1568>).

Krasnikov, Alexander and Satish Jayachandran (2009), "Marketing Capabilities," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 3.

Bearden, William O., Satish Jayachandran, and Ahmet Kirca (2009), "Impact of Market Orientation," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 5.

Bearden, William O., Satish Jayachandran, and Ahmet Kirca (2009), "Drivers of Market Orientation," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 6.

Kaufman, Peter, Satish Jayachandran, and Randall L. Rose (2005), "How Relational Embeddedness Affects Retail Buyers' New Product Selection," *Marketing Science Institute Working Paper Series (05-116)*.

PUBLISHED CASE

Carter, Kealy and Satish Jayachandran (2012), "Consumers and Sustainability at Walmart: A Student's Perspective." <http://dpoc.uark.edu:8080/jspui/handle/10826/533>.

OTHER RESEARCH IN PROGRESS

Kartik, Kalaignanam, Tarun Kushwaha, and Satish Jayachandran (2013), "Understanding the Impact of Personalization on Firm Performance: Price Premium, Stable Customer Base or Both?"

A.Meike Eilert and Satish Jayachandran (2013), "Recall Now or Recall Later: Investigating the Influence of Brand Quality Reputation on Time to Recall."

A.Meike Eilert, Satish Jayachandran, and Alokparna Monga (2013), "Examining a Brand's Role in Implementing an Effective Recall: Evidence from the Automotive Industry."

REFEREED CONFERENCE PRESENTATIONS AND PAPERS

- Eilert, Meike and Satish Jayachandran. (2013), "Examining a Brand's Role in Implementing an Effective Recall: Evidence from the Automotive Industry," *AMA Summer Educators' Conference*, Boston.
- Eilert, Meike, Stefanie Robinson, and Satish Jayachandran (2012), "Managing Charitable Giving: Cause Portfolio Dimensions and Their Impact on Stakeholder Evaluations," *ACR North American Conference*, Vancouver, BC, Canada.
- Eilert, Meike, Satish Jayachandran, and Kartik Kalaignanam (2011), "Recall Now or Recall Later: Investigating Drivers of a Firm's Decision to Delay a Recall," *INFORMS Marketing Science Conference*, Houston, TX.
- Eilert, Meike, Satish Jayachandran and Kartik Kalaignanam (2011), "Recall Now or Recall Later: Investigating Drivers of a Firm's Decision to Delay a Recall," *AMA Winter Educators' Conference*, Austin, TX.
- Eilert, Meike, Satish Jayachandran, and Kartik Kalaignanam (2010), "Corporate Social Responsibility: The Differential Impact of Product and Environmental Actions on Firm Performance," *2010 Inform's Marketing Science Conference*, Cologne, Germany.
- Rosen, Stefanie, Caglar Irmak, and Satish Jayachandran (2009), "A Personal Touch: How Customizing Cause-Related Marketing Campaigns Can Benefit Everyone," *EMAC 2009 Conference*, Nantes, France.
- Rosen, Stefanie, Caglar Irmak, and Satish Jayachandran (2009), "A Personal Touch: How Customizing Cause-Related Marketing Campaigns Can Benefit Everyone," *Society for Consumer Psychology Annual 2009 Winter Conference* (Poster Session), San Diego.
- Jayachandran, Satish, Kelly Hewett, and Peter Kaufman (2008), "International Brand Licensing and Royalty Rates: One-Sided or Two-Sided Moral Hazard?" *Academy of International Business Conference*, Milan, Italy.
- Jayachandran, Satish, Jennifer Nevins and William O. Bearden (2005), "Complex Buying Systems and the Role of Minor Innovation in Market Share Retention: The Case of Pharmaceutical Brands in the United States of America." *International Conference on Innovative New Product Development: Engineering Meets Marketing*, IIT Madras, India, December.
- Hewett, Kelly and Satish Jayachandran (2005), "Enhancing Marketing Strategy Creativity: An Exploration of the Fit between Conditions and Marketing Strategy, and the Impact on Performance," *Annual Meeting of the Academy of International Business*, Quebec, 2005.
- Sharma, Subhash and Satish Jayachandran (2003), "Antecedents and Outcomes of CRM Systems." *Direct Marketing Educational Foundation 15th Annual Robert B. Clarke Educators' Conference*.
- Wadden, Danny and Satish Jayachandran (2002), "Creative Marketing Strategy: Why Some Managers are More Creative than Others." *2002 American Marketing Association Summer Educators' Conference*.

Roth, Martin S., Satish Jayachandran, Mourad Dakhli, and Deborah Colton (2001), "Learning from Experience: The Use and Effectiveness of Transferred Knowledge in Marketing Subsidiaries." *2001 American Marketing Association Winter Educators' Conference* (Best Paper Award, Global Marketing Track).

Jayachandran, Satish and Rajan Varadarajan (2000), "Does Success Breed Complacency? The Impact of Past Performance on the Competitive Responsiveness of Organizations." *2000 American Marketing Association Winter Educators' Conference* (Best Overall Conference Paper Award and Best Paper Award, Marketing Strategy Track).

Jayachandran, Satish (1998), "Does Success Breed Complacency? The Impact of Past Performance on Organizational Responsiveness." *1998 American Marketing Association Summer Educators' Conference*.

Jayachandran, Satish (1997), "Product Line Rivalry: The Impact of Multimarket Competition," *1997 American Marketing Association Winter Educators' Conference*.

Jayachandran, Satish (1997), "Multimarket Competition and Interfirm Rivalry: A Conceptual Model and Implications for Marketing Strategy Research," *1997 American Marketing Association Winter Educators' Conference*.

Jayachandran, Satish (1997), "International Marketing Strategy and Performance: A Strategic Management Model," *1997 American Marketing Association Winter Educators' Conference*.

Jayachandran, Satish, D. M. Katak, and C. Futrell (1997), "The Impact of Salesperson's Career Stage on Propensity to Leave the Organization," *1997 American Marketing Association Summer Educators' Conference* (Best Paper Award, Sales Management and Personal Selling Track).

Jayachandran, Satish (1997), "The Impact of Economic Integration on the Location and Mode of Entry of Multinational Enterprises," *1997 Academy of International Business Annual Meeting*.

INVITED PRESENTATIONS

"Product Launch Secrets: The Good, The Bad, The Ugly," *Association of Credit Union Senior Officers*, Boston, MA, Sept 2013.

"Recall Now or Recall Later: Investigating the Influence of Brand Quality Reputation on Time to Recall." *University of Illinois, Urbana-Champaign*, Sept 2012.

"Managing the Review Process – the 3 Rs," 47th AMA-Sheth Foundation Doctoral Consortium, *University of Washington, Seattle*, June 2012.

"CRM," 45th AMA-Sheth Foundation Doctoral Consortium, *Texas Christian University, Texas*, June 2010.

"Corporate Social Responsibility: The Differential Impact of Product and Environmental Actions on Firm Performance," *Indiana University*, Feb 2010.

“Marketing and Strategy: Can You Hear Me Now?” 44th AMA-Sheth Foundation Doctoral Consortium, *Georgia State University*, Atlanta, Georgia, June 2009.

“Identifying Ideal Conditions for Encouraging Marketing Creativity: A Contingency Theory Approach.” Paper co-authored with Kelly Hewett. Special Session: Current Issues in Marketing Fit Research: Contingencies, Configurations and Methods for Assessment of Fit-Based Theories, *American Marketing Association Winter Educators’ Conference*, St. Petersburg, FL, February 2006.

“The Role of Relational Information Processes and Technology Use in Customer Relationship Management.” Paper co-authored with Subhash Sharma, Peter Kaufman, and Pushkala Raman, Special Session: Customer Relationship Management at the *American Marketing Association Winter Educators’ Conference*, San Antonio, February 2005.

“New Product Selection by Retail Firms: The Role of Buyer-Seller Relationships.” Paper co-authored with Peter Kaufman and Randall L. Rose to be presented at the conference co-sponsored by the *Marketing Science Institute* and the *Yale Center for Customer Insights* at the *Yale School of Management* in December, 2004 at *Yale University*.

“The Role of Relational Information Processes and Technology Use in Customer Relationship Management.” Paper co-authored with Subhash Sharma, Peter Kaufman, and Pushkala Raman, presented at the *AMA CRM Faculty Consortium*, Dallas, June 2004.

"Coming Off-Patent: Determinants of Market Performance after Generic Entry in the Pharmaceutical Industry." Paper co-authored with Jennifer Nevins and William O. Bearden, presented at the *Marketing Science Institute Young Scholars Conference*, Park City, Utah, March 2003.

“Growing by Shrinking: The Logic of Deconglomeration and Implications for Marketing Management and Strategy.” Paper co-authored with Rajan Varadarajan and J. Chris White, presented at the *Marketing Science Institute Conference on Fundamental Issues and Directions for Marketing*, Boston, June 1998.

“Multimarket Competition and Interfirm Rivalry: A Conceptual Model and Implications for Marketing Strategy Research.” *XV Doctoral Symposium*, University of Houston, April 1997.

RESEARCH FUNDING

Moore School Research Grant (with Cem Bahadir), “Brand and Technology Licensing.” \$7000.

Moore School Research Grant (with Kartik Kalaighnam), “Corporate Social Responsibility: The Impact of Product and Environmental Actions on Firm Performance.” \$3000.

CIBER (with Martin S. Roth, M. Dakhli, and D. Colton), "Marketing Knowledge Transfer and Value Creation in MNEs." \$3,500.

CIBER (with Martin S. Roth), "The Relationship between Performance and Innovation." \$750.

Teradata Center for Customer Relationship Management at Duke University (With Subhash Sharma, Pushkala Raman, and Rajan Varadarajan), "The Role of Relational Information Processes and Technology Use in Customer Relationship Management." \$14,500.

CIBER (with Subhash Sharma), "The Role of Relational Information Processes and Technology Use in Customer Relationship Management." \$12,000.

CIBER (with Kelly Hewett), "International Brand Licensing." \$6500

CIBER, "Environmental Action, Wealth Effects, and Firm Risk." \$4000.

DOCTORAL DISSERTATION COMMITTEES

Committee Chair

- Kealy Carter (In Progress, Co-Chair)
- Meike Eilert (2013).
- Alexander Krasnikov (2007)
- Co-Chair of the Committee, Peter Kaufman (2004)
 - Proposal won honorable mention at the *Marketing Science Institute Alden Clayton Dissertation Proposal Competition*

Committee Member

- Gary Hackbarth, Management Science.
- Ahmet Kirca, International Business.
- Jennifer Nevins, International Business.
- Shane Smith, Marketing.
- Robin Soster, Marketing.
- Valentina Marano, International Business.
- Kurt Gleichauf, International Business.

PROFESSIONAL SERVICE

Editorial Review Board

- *Journal of Marketing*
- *Journal of the Academy of Marketing Science*
- *Journal of International Marketing*

- *Customer Needs and Solutions*
- *AMS Review*

Other

President, Marketing Strategy Special Interest Group, American Marketing Association (2011-2013)

Vice-President Communications, Marketing Strategy Special Interest Group, *American Marketing Association* (2006-2008)

Co-Chair, 2008 John A. Howard Dissertation Competition, *American Marketing Association*

Strategy Formation and Implementation Track Co-Chair (with J. Chris White), *2002 AMA Winter Educators' Conference*

Marketing Strategy Track Co-Chair (with J. Chris White), *2002 Academy of Marketing Science Conference*.

Co-Chair, PDMA Dissertation Proposal Competition 2011.

UNIVERSITY SERVICE

Member, University Committee on Tenure and Promotion (Since Aug 2012)

Member, Tenure Review Board (Since Aug 2010)

Member, Dean Search Committee, Darla Moore School of Business (2012-2013)

Moore School Dean's Tenure and Promotion Advisory Committee (2010-2013)

Member, Graduate Council (2007-2010)

Ph.D. Coordinator, Marketing Department (2006-2012)

Member, Graduate Programs Faculty Committee (2008-2012)

Faculty Coordinator, EIMBA (2008-2011)

Member, Faculty Executive Committee, Ph.D. Programs, Moore School of Business (2006-2012)

Member, Faculty Executive Committee, IMBA Programs, Moore School of Business (2007-2008)

Chair, Student Academic Responsibility Committee (2005-2006).

Member, Student Academic Responsibility Committee (2005-2006).

Member, Committee to Promote Teaching Effectiveness (2005-2008).

Member, Classroom Technology Planning Committee, Moore School of Business (2006-2007).

Member, Computing Resources Committee, Moore School of Business (2002-2004).

Internship Coordinator, Marketing Department, Moore School of Business (2004-2006).

Member, Classroom Technology Planning Committee, Moore School of Business (2004).

Member, Research and Ph.D. Program sub-committee of the Moore School Strategic Planning Committee (2006-2007).

TEACHING

Undergraduate: Marketing Communications and Strategy

International MBA (IMBA): Internet Marketing

IMBA: Global Marketing 1

IMBA: Global Marketing 1 at WirtschaftsUniversitat, Wien (Vienna University of Business and Economics, Vienna, Austria)

IMBA: New Product and Brand Strategy

IMBA: Marketing Communications and Strategy

Professional MBA (PMBA): Marketing Management (MKTG 701)

MBA: Marketing Strategy, Indian School of Business, Hyderabad, India

Executive International MBA: Marketing Management (MKTG 701) Tecnológico de Monterrey, Campus Guadalajara, Mexico

Ph.D.: Marketing Strategy II Seminar (MKTG 859)

OTHER STUDENT DEVELOPMENT ACTIVITIES

International MBA (IMBA) internship advisor for Julie King, Summer 2001.

IMBA internship advisor for Lucas O'Connor, Summer 2001.

IMBA internship advisor for Kathy Beeghly, Summer 2001.

IMBA internship advisor for Johannes Mutzke, Summer 2002.

IMBA internship advisor for Sam Guo, Summer 2002.

IMBA internship advisor for Jeff Matkins, Summer 2002.

Readings and Research (MKTG 780) advisor for Ahmet Kirca, Spring 2002.

Honors thesis advisor for Katie Grimes, Spring 2002.

Honors thesis advisor for Tara Loescher, Spring 2003.

Honors thesis reader for Trista Thielket, Spring 2007.

Readings and Research (MKTG 780) advisor for Katherine White, Spring 2008.