

## **Kartik Kalaignanam**

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### **Education**

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- 2007, August, Doctorate of Philosophy in Marketing, Texas A&M University
- 2002, Masters in Science (Marketing), Texas A&M University.
- 1997, Masters in Business Administration (Marketing), Mumbai.
- 1994, Bachelor of Engineering (Electrical- First Class with Honors), University of Mumbai.

### **Research Interests**

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New Product Alliances, Customer Relationship Management, Marketing Strategy

### **Teaching Interests**

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Marketing Strategy, New Product Development/Product Innovation

### **Publications**

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Kalaignanam.K., V.Shankar, R.Varadarajan 2007. Asymmetric new product development alliances: Win-win or win-lose partnerships. *Management Sci.* **53** 357-74.

Kalaignanam. K., T.Kushwaha, R.Varadarajan 2007. Marketing operations efficiency and the internet: An organizing framework. *J.Bus. Research*, Forthcoming.

Kalaignanam, 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

### **Other Publications**

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Kalaignanam, K., V. Shankar, R.Varadarajan 2006, New product alliances between large and small Firms: Are the gains symmetric?, *Marketing science institute* report September.

### **Research in Progress**

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To End or Extend? An Empirical Analysis of New Product Alliance Terminations (Co-authored with Venkatesh Shankar and Rajan Varadarajan), working paper, to be submitted to *Journal of Marketing Research*

Does Outsourcing of CRM Really Pay? An Empirical Analysis (Co-authored with Tarun Kushwaha and Kapil Tuli), preliminary analysis completed, to be submitted to *Journal of Marketing*

### **Other Publications**

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Kalaiganam, Kartik, Venkatesh Shankar and Rajan Varadarajan (2006), "New Product Alliances between Large and Small Firms: Are the Gains Symmetric?", *Marketing Science Institute Report* (Forthcoming).

### **Honors, Awards and Achievements**

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- 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, 36<sup>th</sup> 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, 2004-2005.
- Department of Marketing Award for Research Excellence, 2006.
- Texas A&M Regent's Fellowship 2002-2005.
- Department of Marketing Scholarship, 2002-2006.

### **Work Experience**

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

Regional Sales Co-ordinator, adidas India, Mumbai, India. (July 1998- April 2000).

Area Sales Executive, Voltas Ltd., Mumbai, India. (June 1997- July 1998).

Graduate Engineer Trainee, Bombay Dyeing and Manufacturing Co. Ltd, Mumbai, India. (September 1994- August 1995).

### **Professional Affiliations**

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INFORMS, American Marketing Association

## References

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and Ford Chair in e-Commerce  
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