

SATISH JAYACHANDRAN

Associate Professor of Marketing, Moore School of Business, University of South Carolina

OFFICE

Moore School of Business
Department of Marketing
University of South Carolina
Columbia, SC 29208
Phone: 803-777-4406
E-mail: satish@moore.sc.edu

HOME

1107 Woodtree Court
Columbia, SC 29212
Phone: 803-781-2894

ACADEMIC BACKGROUND

- Ph. D. Texas A&M University (1999)
- MBA Indian Institute of Management Calcutta, India (1988)
- B. Tech. University of Kerala, India (1985)

PREVIOUS EMPLOYMENT

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

HONORS

Research

Marketing Science Institute Young Scholar 2003.

Harold H. Maynard Award, 2001, *Journal of Marketing*.

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 at the 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 Information Processes, Market Responsiveness of Firms, Customer Relationship Management, Institutional Impact in Marketing

JOURNAL ARTICLES

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

Jayachandran, Satish and P. Rajan Varadarajan (2006), "Does Success Diminish Competitive Responsiveness? Reconciling Conflicting Perspectives." *Journal of the Academy of Marketing Science* (forthcoming).

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* (October 2005). Results cited in articles on www.crmmanager.net and Yahoo!News.

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. Abstract published on the *Association of Consumer Research Website* (www.acrweb.org).

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 in 2001).

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.

OTHER PUBLICATIONS

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).

REFEREED CONFERENCE PRESENTATIONS AND PAPERS

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. Kantak, 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*.

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

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).

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).

Wadden, Danny and Satish Jayachandran (2002), "Creative Marketing Strategy: Why Some Managers are More Creative than Others." *2002 American Marketing Association Summer Educators' Conference*.

Sharma, Subhash and Satish Jayachandran (2003), "Antecedents and Outcomes of CRM Systems." *Direct Marketing Educational Foundation 15th Annual Robert B. Clarke Educators' Conference*.

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*.

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*.

INVITED PRESENTATIONS

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

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

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

"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*.

"New Product Selection by Retail Firms: The Role of Buyer-Seller Relationships." Paper co-authored with Peter Kaufman and Randall L. Rose, 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, Special Session: Customer Relationship Management at the *American Marketing Association Winter Educators’ Conference*, San Antonio, February 2005.

“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.

RESEARCH FUNDING

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

CIBER (with Martin 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.

DOCTORAL DISSERTATION COMMITTEES

Co-Chair of the Committee, Peter Kaufman (proposal won honorable mention at the *Marketing Science Institute Alden Clayton Dissertation Proposal Competition*).

Member of the Committee, Gary Hackbarth, Management Science.

Member of the Committee, Ahmet Kirca, International Business.

Member of the Committee, Jennifer Nevins, International Business.

COURSES TAUGHT AT THE MOORE SCHOOL OF BUSINESS

Undergraduate: Marketing Communications and Strategy (MKTG 455).

MBA: Marketing Strategy in the Digital Economy (MKTG 712)/Internet Marketing (MKTG 709).

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

TEACHING AND 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 advisor for Katherine Stephens

SERVICE

Professional

Ad-hoc Reviewer, *Journal of Marketing*.

Ad-hoc Reviewer, *Journal of the Academy of Marketing Science*.

Ad-hoc Reviewer, *Academy of Management Review*.

Ad-hoc Reviewer, *Journal of International Business Studies*.

Ad-hoc Reviewer, *Journal of Interactive Marketing*.

Reviewer of proposals for the *Journal of Marketing Research* and the *Marketing Science Institute*.

Reviewer, 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*.

Discussant, *AMA Educators' Conference*.

Reviewer, *AMA Educators' Conference*.

University

Chair, Student Academic Responsibility Committee (2005-2006)

Member, Committee to Promote Teaching Effectiveness (2005-2006)

Member, Classroom Technology Planning Committee for the New Building, Moore School of Business (2004).

Member, Student Academic Responsibility Committee, Moore School of Business (2003-2005).

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

Internship Coordinator, Marketing Department, Moore School of Business (Since Fall 2004).