

KIRAN PEDADA

PERSONAL DATA

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EMPLOYMENT EXPERIENCE

2014 – Present	Graduate Part-time Instructor/ Teaching Assistant Jerry S. Rawls College of Business Administration Texas Tech University
2009 – 2013	Researcher and Consultant Indian School of Business (ISB)
2012 – 2013	Visiting Faculty - Marketing Narsee Monjee Institute of Management Studies (NMIMS)
2010 – 2011	Visiting Faculty - Marketing Symbiosis Institute of Business Management (SIBM)
2008 – 2009	Business Analyst – Strategy and Market Research Maytas Infrastructure Limited
2007 – 2008	Consultant – Marketing and Strategy Business Advisory Services Mott MacDonald India Private Limited

EDUCATION

Graduate: Ph.D. in Business Administration (Marketing)
Texas Tech University (Expected Graduation – spring 2018)
Dissertation: *“Essays on International Marketing Joint Venture Dissolutions in Emerging Markets”*
Committee: Mayukh Dass (Chairperson), Shelby D. Hunt, Dennis B. Arnett, Venky Shankar (Texas A&M University)

Undergraduate: Bachelor of Technology in Mechanical Engineering
Jawaharlal Nehru Technological University, 2004

SELECTED HONORS AND AWARDS

Research

2017 Best Dissertation Proposal Award (Runner-up), Society for Marketing Advances

2017 Yale China India Insights Conference Doctoral Travel Award, Yale School of Management

2017-18 Rawls Graduate Scholarship, Texas Tech University

2017 ISMS Doctoral Consortium Fellow, University of Southern California

2017 3rd Annual AMS Doctoral Consortium Fellow

2016 ISBM PhD Camp Fellow, Emory University

2016 Outstanding Contributions to Research as a Doctoral Student Award, Texas Tech University

2016-17 The CH Foundation Scholarship, Texas Tech University

2015-16 Rawls Graduate Scholarship, Texas Tech University

2015 Yale China India Insights Conference Doctoral Travel Award, Yale School of Management

2015 ISMS Doctoral Consortium Fellow, Johns Hopkins University

2014-15 Hunt Scholarship, Texas Tech University

Teaching

2017 TTU Helen DeVitt Jones Excellence in Graduate Teaching Award (University-wide Award)

2017 Outstanding Contributions to Teaching as a Doctoral Student Award, Texas Tech University

2013 Best Faculty Feedback (PGDM 2012-13), Narsee Monjee Institute of Management Studies

Others

2012 Global Winner (Mentor), GSVC, Haas School of Business, University of California

2010 Finalist, Asia-Africa Regional Rounds, GSVC, Indian School of Business

RESEARCH INTERESTS

Marketing Strategy, Emerging Markets, International Marketing, Marketing Alliances, Mergers and Acquisitions, Innovation, Relationship Marketing

TEACHING INTERESTS

Marketing Strategy, Business-to-Business Marketing, International Marketing, Sales Management, Retailing Strategy, Relationship Marketing

RESEARCH

Dissertation Essays

Essay 1: Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “The Effects of International Marketing Joint Venture Dissolutions on the Shareholder Value of Emerging Market Firms,” Working paper. Target journal: *Journal of Marketing*

Essay 2: Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets,” Working paper. Target journal: *Journal of Marketing Research*

Research in Progress

Pedada, Kiran, S. Arunachalam, and Mayukh Dass, “A Theoretical Framework of International Marketing Joint Venture Formations and Dissolutions in Emerging Markets,” Data collection completed, data analysis phase. Target journal: *Journal of Marketing*

Pedada, Kiran, Mark Ratchford, and Mayukh Dass, “A Brand Equity Study of International Marketing Joint Venture Formations and Dissolutions in Emerging Markets,” Analysis completed. Writing phase. Target journal: *Journal of Marketing Research*

Pedada, Kiran, Mayukh Dass, and Srinivas K. Reddy, “The Role of Marketing in Emerging Market Firm Acquisitions in Developed Markets,” Data collection in progress. Target journal: *Journal of Marketing Research*

Pedada, Kiran and Dennis Arnett, “Private Label Brands and Supplier-Retailer Relationships: Understanding the Cooperative/ Competitive Setting,” Conceptual paper. Writing phase. Target journal: *Journal of Marketing*

Pedada, Kiran, “The Causal Effects of Emerging Market Firm Acquisitions in Developed Markets on Emerging Market Firm’s Innovation Performance,” Data collection in progress. Target journal: *Journal of Marketing Research*

Other Publications

Hanson, Nicole and **Kiran Pedada** (2014), “The Future of Marketing in a Multi-channel and Multi-screen World,” *Marketing Science Institute Report No.14-302*, Cambridge, MA: Marketing Science Institute.

Pedada, Kiran and Kutti Krishnan (2011), “Marketing in Emerging Economies,” *Marketing Science Institute Report No.10-305*, Cambridge, MA: Marketing Science Institute.

CONFERENCES AND INVITED PRESENTATIONS

Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets.”

- *2017 Yale China India Insights Conference*, New York (September 28-30, 2017)
- *39th ISMS Marketing Science Conference*, University of Southern California (June 7-10, 2017)
- *2017 AMA Winter Marketing Educator’s Conference*, Orlando, FL (February 17-19, 2017)

Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “The Effects of International Marketing Joint Venture Dissolutions on the Shareholder Value of Emerging Market Firms.”

- *Texas Marketing Faculty Research Colloquium*, Baylor University (March 23-24, 2017)
- *Marketing Seminar Series*, Indian School of Business, Hyderabad (January 12, 2017)
- *2015 Yale China India Insights Conference*, New York (September 18-19, 2015)
- *37th ISMS Marketing Science Conference*, Johns Hopkins University (June 18-20, 2015)

Israel, Duraipandian, **Kiran Pedada,** and Debasis Pradhan, “Impact of Retail Crowding on Shopper Satisfaction and Behavior – A Comparative Study of Developed and Emerging Markets.”

- *2016 Yale China India Insights Conference*, London Business School (July 21-23, 2016)
(Presented by Debasis Pradhan)

Pedada, Kiran, Xinchun Wang, and Divya Keshamoni, “Key Resources for Retailers for Premium Private Label Success.”

- *2015 AMA Summer Educator’s Conference*, Chicago, IL (August 14-16, 2015)

REVIEWER EXPERIENCE

Ad-hoc Reviewer – Journal of Electronic Commerce Research, 2017

Ad-hoc Reviewer – Summer AMA Educators’ Conference - Services and Retail Marketing; and Marketing Strategy, Innovation, and New Products Tracks, 2016

Ad-hoc Reviewer – Summer AMA Educators’ Conference - Retailing and Emerging Markets Tracks, 2015

TEACHING EXPERIENCE

Rawls College of Business, Texas Tech University

Undergraduate

Course	Year	Evaluations
Sales Management (Online)	Fall 2017	4.04/5
Marketing Research and Analysis	Spring 2016	4.78/5
Fundamentals of Marketing	Fall 2015	4.55/5
Introduction to Marketing	Summer I 2015	4.85/5

Narsee Monjee Institute of Management Studies (NMIMS)

Graduate (PGDM)

Course	Year	Evaluations
Business-to-Business Marketing	Fall 2013	6.31/7
Retail Marketing	Summer 2013	6.45/7
Marketing Strategy	Spring 2013	6.15/7
Business-to-Business Marketing	Fall 2012	6.5/7
Retail Marketing	Summer 2012	6.1/7

Graduate (EPGDM)

Course	Year	Evaluations
Marketing Strategy	Summer 2013	6.8/7
Retail Marketing	Summer 2012	6.7/7

Symbiosis Institute of Business Management (SIBM)

Graduate (MBA)

Course	Year	Evaluations
International Marketing	Spring 2011	4.67/5

SELECTED DOCTORAL COURSEWORK

COURSE

PROFESSOR

Marketing Seminars

Marketing Theory	Shelby D. Hunt
Marketing Strategy	Dennis B. Arnett
Consumer Behavior	Debra A. Laverie
Theory Building	Dale F. Duhan
Research Design	Roy D. Howell
Crafting Research Papers	Shelby D. Hunt

Methodology & Statistics

Advanced Statistical Methods	Peter H. Westfall
Regression Analysis	Peter H. Westfall
Applied Multivariate Analysis	Peter H. Westfall
Microeconomic Analysis	Eleanor Vonende
Econometrics – I	Kaj R. Gittings
Machine Learning in Marketing Analytics	Mayukh Dass

OTHER COURSEWORK ON RESEARCH METHODS

2017 Main Causal Inference Workshop, Northwestern University (June 19-23, 2017)

Designing Observational Studies	Donald Rubin (Harvard)
Propensity Score Matching, Synthetic Controls, IV Methods	Alberto Abadie (MIT)
Difference-in-Differences, Regression Discontinuity	Jens Hainmueller (Stanford)

Seminar on Instrumental Variables, Temple University (Oct 27-28, 2017)

Instrumental Variables (IV) Analysis	Felix Elwart (UW-Madison)
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TRAININGS RELATED TO TEACHING

2015 TTU Groundwork Program organized by TLPDC, Texas Tech University

2012 ISB-Ivey Case Teaching Workshop, Indian School of Business

2012 ISB-Ivey Case Writing Workshop, Indian School of Business

INSTITUTIONAL SERVICE

2009-2013 Assurance of Learning (AACSB Accreditation) Consultant, Indian School of Business

REFERENCES

Mayukh Dass

Professor of Marketing
 J.B. Hoskins Professor
 Marketing Area Coordinator
 Director, Rawls Business Leadership Program
 Rawls College of Business
 Texas Tech University
 Phone: 806.834.1924
 E-mail: mayukh.dass@ttu.edu

Dennis B. Arnett

Professor of Marketing
 John B. Malouf Professor
 Associate Dean, Undergraduate Studies &
 External Relations
 Rawls College of Business
 Texas Tech University
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Shelby D. Hunt

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 Jerry S. Rawls Professor of Marketing
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Venky Shankar

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 Coleman Chair in Marketing
 Director of Research, Center for Retailing
 Mays Business School
 Texas A&M University
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