

KIRAN PEDADA

PERSONAL DATA

Business Address: MS 2101
Jerry S. Rawls College of Business Administration
Texas Tech University
Lubbock, Texas 79409
Mobile: 806-471-4314
Email: kiran.pedada@ttu.edu
Website: <http://www.kiranpedada.com>

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)
Proposal Defended: April 19, 2017

Master of Business Administration
International Management Institute, 2007

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

RESEARCH

Research Interests

Marketing Strategy, Emerging Markets, Relationship Marketing, International Marketing, Marketing Alliances, Supplier-Retailer Relationships

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,” Complete working paper. Under peer-review for submission to the *Journal of Marketing*

Essay 2: Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets,” Data collection and analysis completed. Writing phase. 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,” Data collection completed, data analysis 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 the Academy of Marketing Science*

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.

SELECTED HONORS AND AWARDS

Research

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 ISMS Doctoral Consortium Fellow, Johns Hopkins University

2015 Travel Award for Yale China India Insights Conference, Yale 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

2007 Second Rank in a Batch of 150 Students, International Management 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) (*to be presented*)
- *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 (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, Durairandian, **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 INTERESTS

Marketing Strategy, Introduction to Marketing, Business to Business Marketing, Marketing Research, International Marketing, Sales Management, Retailing

TEACHING EXPERIENCE

Rawls College of Business, Texas Tech University, USA

Undergraduate

Course	Year	Evaluations
Sales Management (Online)	Spring 2017	Pending
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, India

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, India

Graduate (MBA)

Course	Year	Evaluations
International Marketing	Spring 2011	4.67/5

EMPLOYMENT EXPERIENCE

2014 – Present	Graduate Part-time Instructor/ Teaching Assistant Jerry S. Rawls College of Business Administration Texas Tech University, USA
2009 – 2013	Researcher and Consultant Indian School of Business (ISB), India
2012 – 2013	Visiting Faculty - Marketing Narsee Monjee Institute of Management Studies, India
2010 – 2011	Visiting Faculty - Marketing Symbiosis Institute of Business Management, India
2008 – 2009	Business Analyst – Strategy and Market Research Maytas Infrastructure Limited, India
2007 – 2008	Consultant – Marketing and Strategy Business Advisory Services Mott MacDonald India Private Limited, India
2006 – 2007	Management Trainee – Market Research Benefits and Rewards Services Sodexo India Private Limited, India

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
Machine Learning in Marketing Analytics

Kaj R. Gittings
Mayukh Dass

Other Research Design and Theory Building Coursework

2017 Main Causal Inference Workshop (June 19-23, 2017)
Sponsored by Northwestern University and Duke University

Donald Rubin (Harvard)
Alberto Abadie (MIT)
Jens Hainmueller (Stanford)

Theory Building Workshop (August 1-2, 2016)
ISBM Ph.D. Camp at Emory University

Ajay Kohli (Georgia Tech)

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
Phone: 806.834.2951
E-mail: dennis.arnett@ttu.edu

Shelby D. Hunt

Professor of Marketing
Jerry S. Rawls Professor of Marketing
P. W. Horn Professor of Marketing
Rawls College of Business
Texas Tech University
Phone: 806.834.5233
E-mail: shelby.hunt@ttu.edu

Venky Shankar

Professor of Marketing
Coleman Chair in Marketing
Director of Research, Center for Retailing
Mays Business School
Texas A&M University
Phone: 979.845.3246
E-mail: vshankar@mays.tamu.edu

APPENDIX 1: DISSERTATION OVERVIEW

Title: “*Essays on International Marketing Joint Venture Dissolutions in Emerging Markets*”

Chairperson: Mayukh Dass

Committee Members: Shelby D. Hunt, Dennis B. Arnett, Venky Shankar (Texas A&M University)

Multinational firms from developed markets (DMs) are rapidly expanding into emerging markets (EMs) such as China and India. Many DM firms enter EMs through international marketing joint ventures (IMJVs) with EM firms. However, it is estimated that about half of these joint ventures get dissolved or terminated after a period of time. From both theoretical and managerial standpoints, it is important to study DM-EM IMJV dissolutions since IMJV dissolutions may cause disruptions to strategy and performance of partner firms engaged in IMJVs. My dissertation, comprising of two essays, focuses on the antecedents and consequences of DM-EM IMJV dissolutions.

Essay 1: “The Effects of International Marketing Joint Venture Dissolutions on the Shareholder Value of Emerging Market Firms.” Under peer-review for submission to the *Journal of Marketing*. Building on real options view of international joint ventures and using a uniquely compiled multisource dataset on IMJV dissolutions in India during the time period 2001 to 2015, my essay 1 examines the impact of IMJV dissolution announcements on the shareholder value of the EM partner firms. Results of my essay 1 suggest that IMJV dissolution announcements in EMs create positive abnormal returns for the EM firms. The results also suggest that EM firms gain positive returns when the dissolution is caused by internal environmental factors as opposed to external environments factors, and when the partner firms have equal control of the IMJV as opposed to unequal distribution of control prior to the dissolution. Furthermore, EM firms experiences negative abnormal returns when they decide to acquire the IMJV after the dissolution. This counter-intuitive negative effect is explained by the fundamental differences between DM and EM firms with respect to IMJVs. However, the negative effect of EM firm’s acquisition decision on its shareholder value is weakened by the IMJV’s pre-dissolution financial performance and the EM firm’s alliance experience.

Essay 2: “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets.” Data collection and analysis completed. Writing phase. Target journal: *Journal of Marketing Research*

Building on the literatures on joint ventures, emerging markets and relationship termination and using a uniquely compiled dataset of IMJVs in India during the time period of 2001 to 2012, my essay 2 investigates the determinants of DM-EM IMJV dissolutions, including IMJV factors (e.g., scope, relative control), partner related factors (e.g., resource dissimilarity), and EM factors (e.g., economic performance). Results of the study suggest that majority control by the DM firm increases the propensity of DM-EM IMJV dissolution. However, if the DM firm has majority control in an IMJV with broader scope, it decreases the propensity of DM-EM IMJV dissolution. The results also suggest that the dissolution propensity will be lower for IMJVs with higher investment. Moreover, if the partner firms bring dissimilar resources, it decreases the propensity of dissolution. Finally, the dissolution propensity will be lower for IMJVs operating in EMs with higher economic performance. The findings of the study will help DM and EM firms make better IMJV decisions with regard to partner selection, scope, and distribution of equity. Finally, the findings will also offer insights on how to leverage EM market conditions to reduce the likelihood of and delay IMJV dissolutions.

APPENDIX 2: ABSTRACTS OF 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*

Extant theories on international marketing joint ventures (IMJVs) focus on IMJVs formed in developed markets (DMs). However, the institutional context of EMs significantly differs from that of DMs and pose several challenges for DM firms to manage IMJVs in EMs. Given the different nature of EMs, there is a need for a new theoretical framework that will guide managers and researchers to further this emerging stream of research. Using qualitative interviews with managers from 50 companies involved in DM-EM IMJVs, we develop a new theoretical framework that can explain and predict phenomena related to DM-EM IMJVs and guide managers and researchers to further research on DM-EM IMJVs.

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

Existing literature on international marketing joint ventures (IMJVs) has primarily focused on firm-level behavior. However, relatively little is known about the effects of these alliances on consumer behavior. In particular, little is known about the effects of IMJV formations and dissolutions on consumer attitudes. This study examines the effects of IMJV formations and dissolutions on consumer attitudes in both emerging and developed markets. The findings will help both DM and EM firms make better IMJV decisions with regard to partner selection, offering selection, and IMJV duration.

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*

Multinational firms from emerging markets (EMs) are increasingly expanding into developed markets (DMs) through mergers and acquisitions (M&As) in DMs. Using a uniquely compiled multisource dataset on EM firm acquisitions in DMs, we investigate the moderating effects of marketing, R&D, and technology capabilities of EM firms on the acquisition and financial performance relationship. The findings of this study will offer important insights to managers of EM firms on the role of marketing in EM firm acquisitions in DMs.

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 the Academy of Marketing Science*

Retailers that employ private label (PL) strategies are placed in a situation that seems contradictory. That is, they must both cooperate with suppliers and compete with them at the same time. Research provides contrary advice. Relationship marketing theory stresses that firms must cooperate-to-compete. In contrast, marketing strategy research suggests that to be successful, you must find ways to occupy marketplace positions that give you advantages over rivals. Tactics used to compete with rivals are often the antithesis of those used to develop good supplier relationships. We develop a new theoretical framework, which bridges the gap that exists between explanations based on relationship marketing theory and explanations based on competition theory.