

Ramasubramanian (RAM) Krishnan
Office Phone: 305.284.9203

Current Academic Rank: Research Professor
Primary Department: Marketing
Secondary or Joint Appointments:
Citizenship: USA

HIGER EDUCATION

Institutional:

1984	Ph.D., Virginia Polytechnic Institute and State University, Blacksburg, VA
1976	M.Tech., Indian Institute of Technology, Delhi, India
1974	B.Eng., Mechanical Engineering, College of Engineering-Guindy, Madras, India

EXPERIENCE

Academic:

2004-Present	Research Professor of Marketing, Marketing Dept., School of Business, UM
2003-2004	Director of Graduate Programs and Professor of Marketing, Orfalea College of Business, Cal Poly, San Luis Obispo.
1992-2003	Professor of Marketing, Orfalea College of Business, Cal Poly, San Luis Obispo.
1998-2001	Visiting Research Professor, Department of Marketing, University of Miami, Coral Gables, Florida
1994-1995	Visiting Professor of Marketing, Indian Institute of Management, Bangalore, India
1987-1992	Associate Professor of Marketing, Orfalea College of Business, Cal Poly, San Luis Obispo.
1983-1987	Assistant Professor of Marketing, Baruch College, CUNY.

Non-Academic:

1986-1978	Operations Management Department, Voltas, a Tata (India) Company
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PUBLICATIONS

Juried or Refereed Journal Articles and Exhibitions:

- Norm Borin, Doug Cerf, and R. Krishnan, "The consumer effects of environmental impact included in labeling information," *Journal of Consumer Marketing*- Forthcoming.
- R. Krishnan, "Knowledge Development: Kent Monroe's way – Critical commentary on Comparative Advertising," in *Legends in Marketing Series*, Sage International, *Forthcoming.*
- Arun Sharma, Gopal Iyer, Anuj Mehrotra, and R. Krishnan, "Sustainability and Business-to-Business Marketing: A framework and implications," *Industrial Marketing Management*, Volume 39, Issue 2, February 2010, Pages 330-341.
- Grewal, Dhruv, R. Krishnan, Michael Levy, and Jeanne Munger, "Retail Success and Key drivers," in *Retailing in the 21st Century*, Murali Mantrala and Manfred Krafft (editors), (London: Springer), 2010, pp. 15-30.
- D. Grewal, R. Krishnan, and Joan Lindsey-Mullikin, "Building Store Loyalty Through Service Strategies," *Journal of Relationship Marketing*, Volume 7, No.4, 2008, pp. 341-358.
- Xavier, M.J., R. Krishnan and Norm Borin, "A Collaborative Value Creation Model for Strategic Marketing," *Icfai Journal of Marketing Management*, November 2006.
- Grewal, Dhruv, R. Krishnan, Michael Levy, and Jeanne Munger (2006), "Retail Success and Key Drivers," Murali Mantrala and Manfred Krafft (editors), Springer, pp. 13-25.
- Rex Briggs, R. Krishnan and Norm Borin, "Integrated Multichannel Communication Strategies: Evaluating the Return on Marketing Objectives – The Case of the 2004 Ford F-150 Launch," *Journal of Interactive Marketing*, Volume 19, Issue 3, Summer 2005, pp. 81-90.
- M.J. Xavier, R. Krishna and Norm Borin, "An Integrated Model of Collaborative Value Creation for Strategic Innovation: The Case of Retail Automation in India," *IIMB Management Review*, Volume 17, No. 2, June 2005, pp. 29-39.
- Sharma, Arun, and R.Krishnan (2002), "Clicks Only, Clicks and Bricks, and Bricks Only: Are Retail Salespeople an Important Factor in Choice?" *Journal of Marketing Management*, 18, No. 3-4(April), 317-336.
- Ulaga, Wolfgang, Arun Sharma and R. Krishnan(2002), "Plant Location and Place Marketing: Understanding the Process from the Business Customer's Perspective," *Industrial Marketing Management*, 31(4), 393-401.
- Sharma, Arun, R. Krishnan and Dhruv Grewal (2001), "Value Creation in Markets: A Critical Area of Focus for Business-to-Business Markets," *Industrial Marketing Management*, 30 (4), 391-402.
- Dhruv Grewal, Kent Monroe, and R. Krishnan, "The Effects of Price-Comparison Advertising on Buyers' Perceptions of Acquisition Value, Transaction Value, and Behavioral Intentions," *Journal of Marketing*, Vol. 62, No. 2, April 1998, 46-59.
- Dhruv Grewal, R. Krishnan, Julie Baker, and Norm Borin, "The Effect of Price Discount, Brand and Store Information on Product Evaluations and Purchase Intentions," *Journal of Retailing*, fall 1998.
- George T. Haley, and R. Krishnan, "It's Time for CALM: Computer-Aided Logistics Management," *International Journal of Physical Distribution & Logistics Management*, Volume 25, No. 4, 1995, pp. 46-60. This article originally appeared in the *International Journal of Physical Distribution and Materials Management*, Vol. 15, no. 7, 1985, pp. 19-32.
- Rami Shani, Y. Mitki, R. Krishnan, and R. Grant, "Roadblocks in Total Quality Management Implementations: A Cross- Cultural Investigation," *Total Quality Management*, Vol. 5, No. 6, 1994, pp. 407-416.
- Robert M. Grant, Rami Shani, and R. Krishnan, "TQM's Challenge to Management Theory and Practice," *Sloan Management Review*, winter 1994, Volume 1994, Number 2, pp. 25-35.
- R. Krishnan, Rami Shani, Robert Grant, and Ron Baer, "In Search of Quality Improvement: Problems of Design and Implementation," *The Academy of Management Executive*, 1993.
- Rami Shani, R. Krishnan, R.M. Grant, "Competitive Manufacturing: A Comparative Sociotechnical Approach," *California Management Review*, Vol. 34, No. 4, Summer 1992, pp. 91-111.

- Metcalf L.E., C. R. Frear and R. Krishnan, "Buyer-Seller Relationships: An Application of the IMP Interaction Model," **European Journal of Marketing**, Volume 26, No. 2, 1992.
- Grant, Robert M., R. Krishnan, Abraham B. Shani, and Ron Baer, "Appropriate Manufacturing Technology: A Strategic Approach," **Sloan Management Review**, Fall 1991, Volume 33, No.1, pp. 43-54.
- Kosenko, Rustan and R. Krishnan, "Consumer Price Limits and the Brand Effect," **Journal of Business and Psychology**, 1990.
- Krishnan, R. and Larry C. Soley (1987), "Determinants of Magazine Circulation: An Examination of the Relationship between Circulation and Advertising," **Journal of Advertising Research**, Vol. 16, no. 2, 4-9.
- Soley, Larry C. and R. Krishnan (1987), "The Effect of Advertisement on Pricing of Magazines," **Journal of Advertising**, Vol. 27, no. 4, 17-23.
- Mentzer, J.T. and R. Krishnan (1985), "The Effect of the Assumption of Normality on Inventory Control/Customer Service," **Journal of Business Logistics**, Vol. 6, no. 1, March, 101-120.
- Haley, George and R. Krishnan (1985), "It's Time for Calm Computer Aided Logistics Management," Special Issue on Computers, **International Journal of Physical Distribution and Materials Management**, Vol. 15, no. 7, 28 pages.
- Soyster, A.L., Ralph L. Disney, and R. Krishnan, "Airlift Crew-Ratio Scheduling," Subcontract no. 1800193, NASA Prime Contract no. F33614-78-d-0629, TAMRF Project no.(3919)-Task 12, 87pp.
- Monroe, Kent B. and R. Krishnan (1984), "The Effect of Price on Subjective Product Evaluations," in J. Jacoby and J. Olson (Eds.), **The Perceived Quality: How Consumers View Stores and Merchandise**, Lexington Books, 209-232.

Referred Works Accepted for Publication:

- Norm Borin, Doug Cerf, and R. Krishnan, "The consumer effects of environmental impact included in labeling information," **Journal of Consumer Marketing**- Forthcoming.
- R. Krishnan, " Knowledge Development: Kent Monroe's way – Critical commentary on Comparative Advertising," Invited Research Paper for "Legends in Marketing Series," to be published by Sage International.

Manuscripts Under Review/Under Revision:

1. Joseph Johnson, Krishna Prasanna, and R. Krishnan, "A Passage to India: Lessons From Joint Venture Entries in to India and from India," to be submitted to **Journal of Marketing**.
2. Norm Borin, Joan Lindsey-Mullikin, and R. Krishnan, "Consumer Perceptions of Green Strategies," to be submitted to **Academy of Marketing Science**.

Books and Monographs Published:

Parasuraman, Dhruv Grewal, and R. Krishnan, "*Marketing Research*," (Boston, MA: Houghton Mifflin Company), 2nd Edition, 2007.

Other Works, Publications and Abstracts:

- Norm Borin, Joan Lindsey-Mullikin, and R. Krishnan, "Consumer Perceptions of Green Strategies," Babson Pricing Conference, MA: Boston, August 2010; Also presented in the American Marketing Association Summer Educators' Conference, MA; Boston, August 2010.
- Joseph Johnson, Krishna Prasanna, R. Krishnan and Gerard Tellis, "Shaking Hands Across The National Divide: The Success of Foreign JVs in India," 2009 INFORMS Marketing Science Conference, June 4-6, 2009, Ann Arbor, Michigan.
- Gopalkrishnan R. Iyer, R. Krishnan, Anuj Mehrotra, and Arun Sharma, "Sustainable Supply Chain Strategies," 3rd Great Lakes NASMEI Marketing Conference, Dec 18-19, 2009, Chennai, India.
- R. Krishnan and Dhruv Grewal (2008), "Changing Landscape of Marketing Research and Customer Value," Presented at the International Marketing Conference on "*Creating, Communicating, and Delivering Value in Growing Markets*," V. "Seenu" Srinivasan and V.J. Sivakumar (Eds.), Co-Sponsored by the Kotler-Srinivasan Center for Research in Marketing, Great Lakes Institute of Management, Chennai and North American Society for Marketing Education in India (co-authors: Dhruv Grewal, Babson College).
- Biswas and R. Krishnan, "The Internet's Impact on Marketing: Introduction to the JBR Special Issue on "Marketing on the Web-Behavioral, strategy and practices and Public Policy," *Journal of Business Research*, New York: July 2004, Vol. 57, Issue 7, p. 681.

PROFESSIONAL

Funded Research Performed:

1989-1991 Northern Telecom University Interaction Program-Sponsored Research

Editorial Responsibilities:

- 2006 – Co-Editor, Summer AMA Conference Proceedings
- Co-Chair, 2006 AMA Summer Educators' Conference
- 2001 - Guest Editor, *Journal of Business Research* – Special Issue – *Marketing on the Web*.
- Co-Chair, 2000 AMA Winter Educator's Conference

Professional and Honorary Organizations:

- American Marketing Association
- Association for Consumer Research
- Academy of Marketing Science

Other Professional Activities (e.g., papers presented; performances; conference proceedings, seminar or conference panel member, catalogue work, etc.):

- Sharma, Arun, Gopal Iyer, R. Krishnan and Anuj Mehrotra, "Marketing in a Multi-Channel Environment," Special Session, AMS World Marketing Congress, Verona, Italy, July 2007
- R. Krishnan, "Enhancing Research Productivity," ICFAI Business School, Chennai, India, June 2007
- Iyer, Gopal, R. Krishnan and Arun Sharma, "Appropriability and Appropriateness of Innovations," *PDMA India Conference*, December 2006.
- Co-Chair, Summer AMA Educators' Conference, Chicago, 2006
- Maria Xavier and R. Krishnan, "An Integrated Collaborative Value Creation Framework for Strategic Innovation," *IIMB Management Review Conference- Innovation: Next Lever for Value Creation*, December 17-18, 2004.
- R. Krishnan, "Emerging Trends in E-Commerce," Institute for Financial Management and Research Conference on E-Commerce, January 5, 2001, India.
- R. Krishnan, "Pricing-Perceived Quality: Tracing Kent's Contribution," *Fordham's Pricing Conference*, Fordham University, New York, 2000
- Grewal, Dhruv, R. Krishnan and Arun Sharma, "Compete on Value," *Academy of Marketing Science Conference*, May 1999.
- Grewal Dhruv, Kent Monroe, and R. Krishnan, "Acquisition Value, Transaction Value, and Behavior Intent," *Pricing Conference, University of Illinois*, Marketing Camp, September 25-28, 1997.
- Norm Borin and R. Krishnan, "Technology, Competition, and Quality of Life," *The First Annual International Society for Quality-of-Life Conference*, Charlotte, North Carolina, November 20-23, 1997.
- R. Krishnan and Rami Shani, "Organizational Change Orientations: A Critical Look Through the Cognitive Glass," *4th International Conferences on Managerial and Organizational Cognition*, Stockholm, Sweden, August 29-30, 1996.
- Dhruv Grewal, Kent Monroe, and R. Krishnan, "The Effects of Price-Comparison Advertising on Buyers' Perceptions of Acquisition Value and Transaction Value," *Marketing Science Institute Conference on Behavioral Perspectives on Pricing*, April 27-28, 1995. MSI working paper.
- Monroe, Kent B. and R. Krishnan (1984), "The Effect of Price on Subjective Product Evaluations," in J. Jacoby and J. Olson (Eds.), *The Perceived Quality: How Consumers View Stores and Merchandise*, Lexington Books, 209-232.
- Rami Shani and R. Krishnan, "Toward A Conceptualization of Sociotechnical System Model: An Empirical Investigation," *The Second International Western Academy of Management's Conference*, Luevan, Belgium, June, 1992.
- Dhruv Grewal and R. Krishnan, "Brand, Price, Store, and Discount Interaction Model: Some Preliminary Results," *Academy of Marketing Science Conference*, San Diego, May, 1992.
- Rob Grant, R. Krishnan, Rami Shani, Ron Baer, "Product and Process Innovation," *11th Annual International Conference Strategic Management Society*, Toronto, Canada, October 23-26, 1991.
- Rob Grant, Ron Baer, R. Krishnan and Abraham Shani (1990), "A Strategic Approach to Investment in New Manufacturing Technology," *Decision Science Institute Conference*, November 1990.
- Krishnan, R. and Vijaya Narapareddy (1989), "Foreign Competition, Corporate Responses, and Quality of Life," in *Quality of Life Studies in Marketing and Management*, in Meadow and Sirgy (eds.), VA: Blacksburg, 469-481.
- Hyan, Soeun, R. Krishnan, and Kent B. Monroe (1989), "An Investigation of the Pricing Attitudes and Practices of Korean Business Firms," in *AMA Educators' Proceedings*, Chicago: American Marketing Association.

- Kosenko, R., R. Krishnan, Jeffrey E. Danes (1988), "The Impact of Product Related Information on Acceptable Price range and Price Limits," in *AMA Educators' Proceedings*, Frazier, et.al (eds.), Chicago: American Marketing Association, 1988.
- Soley, Larry C. and R. Krishnan (1985), "Teaching State of the Art in the Class Room," *Proceedings, Southern Marketing Conference*, 1985, 102-105.
- Monroe, Kent B. and R. Krishnan (1983), "Developing a Methodology for Synthesizing Knowledge," *Proceedings AMA Winter Educators' Conference: Research Methods and Causal Modeling in Marketing*, Chicago: American Marketing Association: Feb. 1983, 123-126
- Monroe, Kent B. and R. Krishnan (1982), "A Procedure for Integrating Outcomes Across Studies," in Alice Tybout and Richard Bagozzi eds., *Advances in Consumer Research*, Ann Arbor: Association for Consumer Research.
- Gupta, A.D. and R. Krishnan (1977), "Simulation of Preventive Maintenance Intervals: A Case," *Proceedings, Indo British Conference on Engineering Production*, D33-D40.
- Krishnan, R. (1987), "Integrating Pricing Strategy into Overall Marketing Strategy", *First Annual Conference on Pricing*, New York.

TEACHING

Teaching Awards Received:

- 2009 – “Excellence in Teaching Award- UM EXEC-WP
- 2008 – “Excellence in Teaching Award- Best MBA Elective Class” -UM
- 2003 – Marketing Area Outstanding Faculty-Cal Poly, San Luis Obispo
- 1999– University of Miami - School of Business Administration- Award For Excellence in Teaching – Executive MBA Program – 1998 Working Professionals Class
- Finalist, University Distinguished Teaching Award Cal Poly, San Luis Obispo
- 1998 – Cal Poly College of Business – Alumni Outstanding Teaching Award
- 1991-1992 College of Business - Outstanding Faculty Award
- 1991-1992 ΔΣΠ Award - Faculty Member of the Year

Thesis and Dissertation Advising:

- Dissertation Committee Member - Ph.D. Student, Mechanical Engineering, 2010
- Dissertation Committee Member – Elkin Pellegrini, Ph.D. Student, Management Department, March 2006.
- External Examiner, Fredrik Dhalsten Ph.D. Committee, Chalmers University, Gotheborg, Sweden, May 2004

SERVICE

University Committees and Administrative Responsibilities:

1. AACSB Coordinator, School of Business
2. mentoring junior faculty members (when required) and all the instructors on teaching methods
3. review of course outline and exams for MKTG 201 & 301 instructors
4. assisted in developing a more rigorous MKTG 201 & 301 curriculum
5. assisted in real-estate program development
6. Member, University Ad-Hoc committee on Online-Faculty Evaluations
 - a. Assisted in pilot testing of online faculty evaluations
 - b. Arranged pilot testing for 6 School of Business Classes

California Polytechnic State University until 2004.

- Member, Faculty Affairs Committee
- Member, College Graduate Committee
- Member, IT Study Group – Sept. 2003-2004
- Dual Masters Degree Task Force - 1995-1998: Discussion with other colleges (Engineering, Agriculture for Dual Masters Degree Program) and Administration
- Member, Graduate Curriculum Integration Task Force
- Faculty Advisor, Indian Student Association, Cal Poly
- Member, IT Integration Task Force 1995-96
- Advisor - Marketing Majors
- Faculty Advisor - Cal Poly AMA Student Chapter 1988-1992.
- School Facilities Planning Committee Fall 1988-1989
- School Management of Technology Committee (1987 Spring; Chair - Fall 1988). Organized MOT Conference 1989.
- Total Quality Management Conference Committee - 1991
- Academic Senate Research Committee (Fall 1988 - 1989)
- University Graduate Studies Committee (Fall 1988 - 1989)

Community Activities:

- Advisor, Graduate Student Project - San Luis Obispo Business Revival- County Project
- Patents & Patients – Advisor – San Luis Obispo Start-up Company