
RAJ SETHURAMAN

Professor and Harold L. Simmons Chair of Marketing
Edwin L. Cox School of Business
Southern Methodist University
Dallas, TX 75275-0333, USA
rsethura@cox.smu.edu
(214) 768 3403

Academic Positions

- 2020 - Faculty Advisory Board member, Jio Institute, Mumbai, India
- 2019 - 2020 Visiting Research Scholar Wharton School, University of Pennsylvania
- 2017 - Joint Editor-in-Chief, *Journal of Retailing*
- 2015 - Professor and Harold Simmons Chair of Marketing
- 2011-2015 Professor and Marilyn & Leo F. Corrigan Professor of Marketing
- 2008 - Executive Director, SMU-Cox Center for Marketing Management Studies
- 2008 - 2019 Chair, Department of Marketing, Southern Methodist University
- 2003 - 2010 Associate Professor, Department of Marketing, Southern Methodist University
- 1997 - 2003 Assistant Professor, Department of Marketing, Southern Methodist University
- 1989 - 1997 Assistant Professor, Department of Marketing, University of Iowa

Educational Background

- 1984 - 1989 Ph.D. in Marketing, Kellogg School of Management, Northwestern University
- 1979 - 1981 M.B.A. in Marketing and O.R., Indian Institute of Management, Calcutta
- 1974 - 1979 B. Tech. in Chemical Engineering, Regional Engineering College, Trichy, India

Corporate Experience

- 1990 - Ad-hoc marketing consultant for various organizations.
- 1981-84 Sales Officer and Marketing Analyst, Hindustan Petroleum / Exxon Chemicals

Professional Associations

- 1997 - 2005 Academy of Marketing Science
- 1987 - Institute for Operations Research and the Management Sciences
- 1986 - American Marketing Association

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RESEARCH

General Research Interests

Competition between national brands and store brands; Promotion strategies; Brand equity; Empirical Generalizations; Game theory; Econometric models.

Research Awards

2012 Paul E. Green award for the best paper in the *Journal of Marketing Research* that demonstrates the greatest contribution to the practice of marketing (finalist).

2010 Outstanding Reviewer Award *Journal of Retailing*

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1993 Central Investment Fund for Research Enhancement Grant, U of Iowa

1990,93 Marketing Science Institute Grant

Journal Articles

2021 The Future of Private Labels: Towards a Smart Private
Label Strategy *Journal of Retailing*, 97(1), Article in Press.

2020 Roggeveen, Anne and Raj Sethuraman, Customer-Interfacing Retail Technologies in 2020 &
Beyond: An Integrative Framework and Research Directions *Journal of Retailing*, 96(3), 299-
309.

2016 Roy, Subhadip, Raj Sethuraman, and
Personality Characteristics on Fashion Shopping Proneness: A Study of the Indian Market,"
International Journal of Retail & Distribution Management, 44 (4), 426-447.

2016 Roy, Subhadip, Rashmita Saran and Raj Sethuraman, "Personality and Fashion Consumption: A
Conceptual Framework in the Indian Context" *Journal of Fashion Marketing and Management*,
20 (2), 157-176.

2014 Sethuraman, Raj and Katrijn Gielens *Journal of Retailing*,
90 (June), 141-153.

2013 Sethuraman, Raj and Jagmohan Raju, "The Competition between National B 72.024 723reW*ñBT1 09re54 678.1 T

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Listed in Social Science Research Network's Top 10 Downloads (All-Time Hits) in marketing in the first week of publication. Number of downloads in first week: 157. Number of downloads till August 2010: 1946.

2002

Journal of Retailing, 78 (4), 253-263.

This article received an honorable mention (2nd place) for the William R. Davidson award

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1995 Raju, Jagmohan, Raj Sethuraman, and Sanjay Dhar, "National Brand Store Brand Price Differential and Store Brand Market Share,"

2009

contributions in Empirical Generalizations about Marketing Impact, Marketing Science Institute, Boston, MA (pp. 58-67).

2008

Practitioners Think about Theoretical Results on National Brand
Marketing Science Institute Special Report No. 08-209 (November).

This paper was a featured article in Insights (Winter 2009, p.8), a widely circulated newsletter of the Marketing Science Institute.

2006

Marketing Science Institute Working Paper No. 06-108 (June).

2005

Retailing in the 21st Century, Springer, Heidelberg: Germany, pp. 193-210.

2004

Brands against National Brands: Get Close or Keep a
-Cox School of Business Working Paper.

2000

Marketing Science Institute Working Paper No. 00-110 (November).

Featured article in Insights (2003), a widely circulated newsletter of the Marketing Science Institute.

1997

Sethuraman, Raj and Catherine Cole, "Why Do Consumers Pay More for National Brands over Store Brands?" Marketing Science Institute Working Paper No. 97-127 (December).

1995

Sethuraman, Raj, "National Brand and Store Brand Price Competition: Who Hurts Whom?" Marketing Science Institute Technical Working Paper No. 95-105.

1992

Sethuraman, Raj, "The Effect of Marketplace Factors on Private Label Penetration in Grocery Products," Marketing Science Institute Working Paper No. 92-128.

1991

University of Iowa, Iowa City, IA.

Works-in-Progress

2021

Sethuraman, Raj, Juan Carlos Gázquez-Abad, Francisco J. Martínez-López, "The Effect of Retail Assortment Size on Perceptions, Choice, and Sales: Review and Research Directions," being revised for second review in the *Journal of Retailing*.

2021

Sethuraman, Raj, Juan Carlos Gázquez-Abad, Francisco J. Martínez-López What Factors Moderate the Effect of Assortment Reduction on Store Switching? Insights and Implications for Grocery Brands
Journal of Business Research.

2019

Sethuraman, Raj, Introducing the Palatist Consumer: Subtle Differences and Strategic Requested by Editor-in-Chief to resubmit for review in the *Journal of Marketing*.

Recent Invited Talks, Presentations, Workshop, and Keynote

- 2020 Birla Institute of Management Science Retail Summit, India (Keynote)
- 2019 Wharton Marketing Seminar, University of Pennsylvania, Philadelphia
- 2019 Italian Marketing Conference, Piacenza, Italy (Keynote)
- 2019 Symbiosis Institute, Pune, India
- 2019 KU Leuven Retail Research Conference, Leuven, Belgium (Keynote)
- 2018 Indian Institute of Management, Bangalore, India
- 2018 Faculty development workshop Jindal Institute, New Delhi, India
- 2018 Syracuse University, Syracuse, USA
- 2018 Advances in National Brand and Private Label Marketing, Barcelona, Spain (Keynote)
- 2016 Center for Innovation and Entrepreneurship, Chennai, India.
- 2016 University of Texas, Arlington, USA
- 2015 Advances in National Brand and Private Label Marketing, Barcelona, Spain
- 2014 North American Society of Marketing Educators of India Conference, Chennai, India
- 2013 Marketing Modeling Research Camp, University of North Carolina, Chapel Hill
- 1989 Also presented research papers and Editorial talks at over 60 conferences.

Citations / Appearances in Business Media

National Public Radio, The Wall Street Journal, Dallas Morning News, Chicago Tribune, Des Moines Register, Orange County Register, USA Today, KCRG TV, Channel 4 Dallas, Good Day Dallas, KPNI-Dallas, KRLD – Dallas, WFAA Dallas – Channel 8 (ABC), Canadian Radio Station, and several other business media.

TEACHING

University / Degree Courses Taught

- 2014 2017 Multivariate Analysis for Marketing - MSBA
- 2011 Customer Insights -- MBA
- 2004 2010 Database Marketing -- MBA
- 1997 2003 Marketing Management MBA
- 1995 1996 Multivariate Applications - Ph.D. seminar
- 1994 1995 Marketing Models - Ph.D. seminar
- 1988 2018 Marketing Research BBA, MBA

Executive, Non-degree Programs Taught

- 2008 - 2019 Brand Equity Advanced Marketing Certificate Program, SMU
- 2015 - 2017 Pricing Advanced Marketing Certificate Program, SMU
- 2014 Private Label Marketing Indian School of Business, Hyderabad, India
- 2013 Competitive Strategy Initiative for Competitive Inner City, Boston
- 2007 Marketing Research JC Penney/Aegon and several other companies

- 2005 - 2019 Segmentation; Pricing Summer Business Institute, SMU
1990 1995 Price & Advertising strategies Several companies in India
1987 1988 Industrial Marketing Kellogg Community Education, Northwestern University

Teaching Awards / Recognition

- 2014 Nominated for Altshuler Distinguished (Best) Teacher Award (MBA)
2010 Eugene T. Byrne Teaching Innovation Award
2002 Content expert in Marketing, Jones International University (online).
1999 2000

Published Cases

- 2009 Chevrolet, Europe (with Roger Kerin, published in Strategic Marketing, 12th Ed.)
2005 7-Eleven New Store Location (with Roger Kerin)

Cases written exclusively for local university (class) use

- 2011 2020 Several data cases written for Customer Insights course at SMU
2010 Apple iPad (short case)
2002 Pepsi Aquafina (short case)
2001 Gillette Mach3 (short case)
2001 Rubbermaid Trash bags (short case)
1991 Gillette Sensor (with Teaching Note)

Textbooks written exclusively for local university (class) use

- 2018 Essentials of Marketing Research (for BBAs, 3

