

# RAMKUMAR JANAKIRAMAN

Moore School of Business  
University of South Carolina

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## Appointments

University of South Carolina, Darla Moore School of Business, Columbia, SC

- Professor of Marketing, 2018- present
- Distinguished Moore Fellow, August 2021 to present
- Associate Professor of Marketing, August 2015 to 2017

Texas A&M University, Mays Business School, College Station, TX

- Associate Professor of Marketing, September 2013 to July 2015
- Mays Research Fellow, September 2014 to July 2015
- Mays Teaching Fellow, September 2012 to August 2014
- Shelley and Joe Tortorice '70 Faculty Research Fellow, September 2009 to August 2012
- Assistant Professor of Marketing, August 2006 to August 2013

University of Southern California, Marshall School of Business, Los Angeles, CA

- Instructor, Department of Marketing, 2003 to 2005

## Education

University of Southern California, Los Angeles, CA

- Ph.D. in Business Administration (Marketing), 2006

University of Pittsburgh, Pittsburgh, PA

- Master of Science (MS in Materials Science & Engineering), 1997

Indian Institute of Technology (BHU), Varanasi, India

- Bachelor of Technology (Honors) (B.Tech. in Metallurgical Engineering), 1995

## Honors and Awards

- Best Elective Course Faculty (CRM and Data Mining) for MBA Students, Moore School of Business, University of South Carolina, 2022.
- Business Partnership Foundation Research Fellow, Moore School of Business, University of South Carolina, August 2015 to July 2021
- Center for Executive Development Professor in Business, Mays Business School, Texas A&M University (awarded November 2014)
- Mays Research Fellow, Mays Business School (September 2014 to August 2015)

- Association of Former Students Teaching Award, Texas A&M University, 2013.
- Finalist for Industry Studies Association-INFORMS 2011 Best Paper Award
  - Criteria include that the paper is based on field research, use analytical modeling or statistical analysis and demonstrate evidence that the authors understand the workings of the industry in a grounded, contextualized way.
  - Selected as one of the five finalists from a set of 800 articles published in 11 INFORMS journals during 2011.
- Honorable Mention, Best Paper Award (2011), Decision Sciences Journal
  - Recognition for my paper by the Decision Science Institute for its exceptional managerial significance, high level of intellectual stimulation and academic contribution.
- Mays Teaching Fellow, Mays Business School (September 2012 to August 2014)
  - For developing new courses and for outstanding teaching contributions to MS program in Marketing
- Shelley and Joe Tortorice '70 Faculty Research Fellowship, Mays Business School (2009-2012)
- Dean Research Performance Recognition Grant, Mays Business School (2008, 2009, 2010, 2011, 2012, 2014)
- Dean Teaching Performance Recognition Grant, Mays Business School (2013)
- Thought Leader, Thought Leadership Conference on Multi Channel Retailing, Center for Retailing Studies, Texas A&M University, 2009
- Undergraduate Teaching Excellence Award, Marketing, University of Southern California, 2005
- Undergraduate Teaching Excellence Award, Marketing, University of Southern California, 2004

## **Research Interests**

- *Substantive:* Digital/Social Media, Multichannel Marketing, Retailing, Big Data in Marketing, Healthcare Analytics/Healthcare Marketing, Marketing and Public Policy.
- *Methodological:* Applied econometrics, Quasi-experimental Methods, Structural Learning Models, Consumer Choice models.

## Teaching Interests

- Marketing Analytics, Pricing Analytics, Data Science, Machine Learning, Marketing Research, Database Marketing, Doctoral seminars in Marketing.

## Peer-Reviewed Publications

- Janakiraman, Ramkumar, Eunho Park, Emre Demirezen and Subodha Kumar, “The Effects of Health Information Exchange Access on Healthcare Quality and Efficiency: An Empirical Investigation,” *Management Science* (forthcoming). Available at: <https://doi.org/10.1287/mnsc.2022.4378>
  - Co-authored with doctoral student.
  - Media Mentions: Featured at NC Health Information Exchange Authority Roadmap, 2021; EHRIntelligence, 2017; Fox 29, 2017; Healthcare Informatics, 2017; Healthcare IT News, 2017; HIPAA Journal Online, 2017; EHR Watch, 2017; Pharma & Healthcare Monitor Worldwide, 2017; Binghamton Now Radio Show at WNBC, 2017; About Health Transparency, 2017; High Tech News, 2017; Bio Medicine, 2017; Press Release Rocket, 2017; News Dog, 2017; San Antonio Express-News, 2017; SeattlePI.com, 2017; Benzinga, 2017; Daily Herald – Cook County Online, 2017; University Chronicle, 2017; News West 9, 2017; more than 30 other outlets
- Mallipeddi, Rakesh, Ramkumar Janakiraman, Subodha Kumar and Seema Gupta (2021), “The Effects of Social Media Tone on Engagement: Evidence from Indian General Election 2014,” *Information Systems Research*, 32(1), 212-237.
- Kistler, Justin, Ramkumar Janakiraman, Subodha Kumar and Vikram Tiwari (2021), “The Effect of Operational Process Changes on Preoperative Patient Flow: Evidence from Field Research,” *Production and Operations Management*, 30(6), 1647-1667.
  - Co-authored with Management Science (USC) doctoral student.
- Lim Joon Ho, Rishika Rishika, Ramkumar Janakiraman and P.K. Kannan (2020), “Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front–Style Labels,” *Journal of Marketing*, 84(6), 3-21.
  - Lead Article
  - Co-authored with doctoral student
- Yli-Renko, Helena, Lien Denoo and Ramkumar Janakiraman (2020), “A Knowledge-Based View of Managing Dependence on a Key Customer: Survival and Growth Outcomes for Young Firms,” *Journal of Business Venturing*, 35(6), 106045.
  - Winner, 2021 EBS Best-Paper-Award on Innovation (Corporate) Entrepreneurship and Transformation
- Janakiraman, Ramkumar, Lim, Joon Ho and Rishika Rishika, (2018), “The Effect of Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer,” *Journal of Marketing*, 82(2), 85-105 (equal contribution).
  - Co-authored with doctoral student

- Covered in USC Breakthrough Research Magazine, Spring 2017
- Park, Eunho, Rishika Rishika, Ramkumar Janakiraman, Mark Houston and Byungjoon Yoo (2018), "Social Dollars in Online Communities: The Effect of Product, User and Network Characteristics," *Journal of Marketing*, 82 (1), 93-114. (equal contribution by the first three authors)
  - Co-authored with doctoral student
- Zhen, Wen, Senarath Dharmasena, Oral Capps, Jr. and Ramkumar Janakiraman (2018) "Consumer Demand for and Effects of Tax on Sparkling and Non-Sparkling Bottled Water in the United States," *Journal of Agribusiness in Developing and Emerging Economies*, 8 (3), 501-517.
- Li, Hengyun, Ziqiong Zhang, Fang Meng and Ramkumar Janakiraman (2017), "Is peer evaluation of consumer online reviews socially embedded? – An examination combining reviewer's social network and social identity," *International Journal of Hospitality Management*, 67, 143-153.
- Mukherji, Prokriti, Ramkumar Janakiraman, Shantanu Dutta and Surendra Rajiv (2017), "How Direct-to-Consumer Advertising for Prescription Drugs Affects Consumers' Welfare: A Natural Experiment Tests the Impact of FDA Legislation," *Journal of Advertising Research*, 57(1), 94-108.
- Kumar, Ashish, Rishika Rishika, Ram Bezawada, Ramkumar Janakiraman and P.K. Kannan (2016), "From Social to Sale: The Effects of Firm Generated Content in Social Media on Customer Behavior," *Journal of Marketing*, 80 (1), 7-25.
  - Lead Article
- Edwardson, Nicholas, Bitu Kash and Ramkumar Janakiraman (2016), "Measuring the impact of electronic health record adoption on charge capture," *Medical Care Research and Review*, (July 13), 1-13.
- Winterich, Karen Page, Michael J. Barone, Robert E. Carter, Ramkumar Janakiraman, and Ram Bezawada (2015), "'Tis Better To Give Than Receive? How Gender, Age, and Residence Segments Vary in Their Choice of Discount- Versus Donation-Based Promotions," *Journal of Consumer Psychology*, 25 (4), 622-634.
- Dong, Xiaojing, Ramkumar Janakiraman and Ying Xie (2014), "The Effect of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication," *Marketing Science*, 33 (4), 567–585 (equal contribution).
- Ramkumar, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada (2013), "The Impact of Customers' Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation," *Information Systems Research*, 24(1), 108-127.
  - Finalist in the CIONET European Research Paper of the Year 2014.
  - Media Mentions: TAMU Times, @Mays, Biz Inc, Yahoo!Canada, Yahoo!Finance India, Fox Business, IEEE Computer Society, NetIndia123.com, Newstrack India, The Spectrum, Calcutta News,

Albuquerque Express, Herald Globe, India4u.com, TruthDive, News Track India, Yahoo! India News, NewsroomAmerica, India Vision, News.SmasHits.com, Computing Now, PressNews.org, Webindia123.com, Science Newslane, Phys.Org , Science Blog, e! Science News, Business News Daily, World News, Innovations Report , Noodles, High Text Verlag, Alpha Galileo Alpha Galileo (DE)

- Grossman, Elissa, Helena Yli-Renko and Ramkumar Janakiraman (2012), “Resource Search, Interpersonal Similarity, and Network Tie Valuation in Nascent Entrepreneurs' Emerging Networks,” *Journal of Management*, 38(6), 1760-1787.
- Janakiraman, Ramkumar, Janet Parish and Leonard Berry (2011), “The Effect of the Work and Physical Environments on Hospital Nurses’ Perceptions and Attitudes: Service Quality and Commitment,” *Quality Management Journal* (special issue on health care), 18 (4), 36-49.
- Janakiraman, Ramkumar and Rakesh Niraj (2011), “The Impact of Neighborhood Effects on What to Buy, How to Buy and From Whom to Buy: Evidence from High-Tech Durable Goods Market,” *Decision Sciences*, 42(4), 889-919.
  - 2011 Best Paper Award, Honorable Mention, Decision Sciences Institute.
- Aron, Ravi, Shantanu Dutta, Ramkumar Janakiraman and Praveen Pathak (2011), “The Impact of Automation of Systems on Medical Errors: Evidence from Field Research,” *Information Systems Research* (special issue on IS in healthcare), 22(3), 429-446 (equal contribution; authors listed alphabetically).
  - Selected as one of the five finalists from a set of 800 articles published in 11 INFORMS journals for the 2011 best paper award by the Industry Studies Association.
- Grewal, Dhruv, Ramkumar Janakiraman, Kirthi Kalyanam, P. K. Kannan, Brian Ratchford, Reo Song and Stephen Tolerico (2010), “Strategic Management of Online and Offline Retail Pricing: A Research Agenda,” *Journal of Interactive Marketing*, 24 (2), 138-154.
- Janakiraman, Ramkumar, Catarina Sismeiro and Shantanu Dutta (2009), “Does Spillover Occur Across Competing Brands?: A Disaggregate Model of How and When,” *Journal of Marketing Research*, 46 (August), 467-481.
- Janakiraman, Ramkumar, Shantanu Dutta, Catarina Sismeiro and Phil Stern (2008), “Physicians’ Persistence and its Implications for their Response to Promotion of Prescription Drugs,” *Management Science*, 54, 1080-1093.
  - Covered by FirstWord in their report titled “*New Research into Prescribing Practices*” (August 2011).
- Berry, Leonard, Janet Parish, Ramkumar Janakiraman Lee Ogburn-Russell, Glen R. Couchman, William L. Rayburn, Jedidiah Grisell (2008, Lead Article), “Patients’ Commitment to their Primary Physician and Why it Matters,” *Annals of Family Medicine*, 6(1), 6-13.

- Yli-Renko, Helena and Ramkumar Janakiraman (2008), “How Customer Portfolio Affects New Product Development in Technology-Based Entrepreneurial Firms,” *Journal of Marketing*, 72 (September), 131-148.

### **Manuscripts Under Review**

Omitted to protect double blind review process.

### **Work in Progress**

Omitted to protect double blind review process.

### **Articles in Other Refereed Publications**

Kumar, Ashish, Ram Bezawada, Rishika Rishika, Ramkumar Janakiraman, and P.K. Kannan (2016), “The Effects of Firm Generated Content in Social Media on Customer Behavior: An Empirical Examination,” *Marketing Science Institute Working Paper Series 2016, Report No. 16-111*.

### **Book Chapters**

Malhotra, Manoj K., Ramkumar Janakiraman, Saurabh Mishra, and Moonwon Chung, 2017, Chapter 20: *POM and Marketing, Companion for Production and Operations Management*, 1<sup>st</sup> Edition, Routledge, Taylor and Francis Group.

Rishika, Rishika and Ramkumar Janakiraman (2018), “Social Media and Retailing: A Review and Directions for Future Research,” *Handbook of Research on Retailing* (Katrijn Gielens and Els Gijsbrechts, Editors), Edward-Elgar Publishing.

### **Research Grants**

- MSI Award, Social Interactions and Social Media Marketing, *Marketing Science Institute*, 2014, Amount: \$10,250 (Co-PI)
- Research Grant (\$69,200) from Texas Lottery Commission to examine the effectiveness of advertising on lottery sales.
- Research Grant (\$50,000) from National Science Foundation (NSF) and Center for Health Organization Transformation (CHOT) to study and examine issues related to Integrated Primary Care Provider (PCP) network models.
- Research Grant (15,000€) from International Commerce Institute (of ECR-Europe) and Unilever
- Research Grant (\$36,000) from Economic Research Service, United States Department of Agriculture (ERS-USDA) to study the impact of food scare events on brand choice and consumption of consumers with the objective of improving food safety outcomes for Americans, 2009

- Aggie 100 Scholars Program Research Grant, Center for New Ventures and Entrepreneurship, Texas A&M University, 2008
- Alton M. and Marion R. Withers Retailing Research Grant, Center for Retailing Research, Texas A&M University, 2008
- Research Grant from the European Union Center of Excellence (EUCE) at Texas A&M University, 2006
- Research grant (\$10,000) from Marketing Science Insitiute for research on marketing ROI in pharmaceutical industry, 2005
- Entrepreneurship Research Award, Lloyd Greif Center, University of Southern California, 2005

### **Teaching and Instruction**

University of South Carlina, Moore School of Business, Columbia, SC

- Marketing Analytics (Professional MBA; Summer 2017 to Summer 2022)
- Customer Relationship Marketing and Data Mining (MBA and Professional MBA; Spring 2016 to Spring 2023)
- Database project for MBA students (Fall 2016)
- Doctoral Seminar on Marketing Models (Fall 2015, Fall 2017, Fall 2019 and Fall 2022)

Texas A&M University, Mays Business School, College Station, TX

- Executive Education
  - Mays Business School, Marketing Analytics, 2014 and 2015
  - Business Analytics, Statistics Department, 2013, 2014 and 2015
- Marketing Analytics: Developed this new graduate course. Taught from Fall 2007 to Fall 2014.
- Pricing Analytics: Developed this new graduate course. Taught from Fall 2008 to Fall 2014.
- Data Intelligence: Applications to Marketing: Developed this new undergraduate course; Taught in Fall 2012 and Fall 2009.
- Marketing Research, (Undergraduate). Taught during Fall 2006 and Fall 2007.

### **Editorial and Referee Activities**

Editorial Board, *Journal of Marketing*.

Associate Editor, *Journal of Academy of Marketing Science*.

Editorial Board, *International Journal of Research in Marketing*.

Editorial Board, *Production and Operations Management*.

Senior Editor, Special Issue, *Production and Operations Management*.

Ad hoc Reviewer: *Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Information Systems Research, RAND Journal of Economics, European Journal of Information Systems, Journal of Retailing, Journal of Service Research, Decision Sciences, Journal of Business Research, Winter and Summer AMA Conferences, Shankar-Spiegel Award for Best Dissertation Proposal in Direct / Interactive Marketing.*

### **Professional Experience**

- Metallurgical/Project Manager, Donsco Inc., Wrightsville, PA, 1997-99.

### **Invited Talks**

- “Competitive Effects of Front of Package Nutrition Labels,” Health Canada, December 2022.
- “Competitive Effects of Front of Package Nutrition Labels,” Institute for the Advancement of Food and Nutrition Sciences, Annual Meeting and Science Symposium, Washington D.C., June 2022.
- “Mobile App Adoption and Customer Behavior,” Indian Institute of Management, Bangalore, December 2019.
- “Mobile App Adoption and Customer Behavior,” Texas Tech University, September 2019.
- “Mobile App Adoption and Customer Behavior,” University of North Carolina, Charlotte, March 2019.
- “Data Breach Announcement and Customer Behavior,” Temple University, March 2017.
- “Data Breach Announcement and Customer Behavior,” Indian Institute of Management, Bangalore, December 2016.
- “The Impact of Customers’ Social Media Participation on Customer-Firm Relationships,” Lunch and Learn Seminar Series, Division of Student Affairs, Texas A&M University, July 2013.
- “The Impact of Customers’ Social Media Participation on Customer-Firm Relationship Duration: The Role of Offline Exchange, Product and Customer Characteristics,” ISR Special Issue Workshop, University of Maryland, June 2012.

- “A Bayesian Learning Model of Channel Quality,” (Probability and Statistics Day 2012, Department of Statistics, Texas A&M University, March 2012).
- “The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: Evidence from Durable Good Market,” (Marketing Research Camp, Mays Business School, Texas A&M University, May 2009).
- “The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: Evidence from Durable Good Market,” (Yale Center for Customer Insights, School of Management, Yale University, May 2009).
- “Are all Peers Equal? The Role of Homophily on Consumers’ Adoption and Usage of an Innovation,” (Greif Research Symposium, Marshall School of Business, University of Southern California, March 2008).
- “Does Spillover Occur Across Competing Brands?: A Structural Model of How and When,” (Yale Center for Customer Insights, School of Management, Yale University, May 2007).
- “Does Spillover Occur Across Competing Brands?: A Structural Model of How and When,” (Marketing Research Camp, Mays Business School, Texas A&M University, May 2007).

## **Graduate Student Advising**

### *University of South Carolina*

- Chair: Arkapravo Sarkar (Department of Marketing) Graduated 2022.
- Member, First- and second-year doctoral students qualifying exam committee, Department of Marketing, Moore School of Business, 2015-present (ad hoc).

### *Texas A&M University*

#### Doctoral Student Advising

- Chair: Eunho Park (Department of Marketing, Texas A&M University) Graduated 2018
- Chair: Joon Ho Lim (Department of Marketing, Texas A&M University) Graduated 2016.
- Member: Seung Jun Lee (Department of INFO, TAMU)
- Member: Krista Li (Department of Marketing, TAMU, Graduated 2016)
- Member: Nooshin Warren (Department of Marketing, TAMU, Graduated 2016)
- Member: Zixia Cao (Department of Marketing, TAMU, Graduated 2012)
- Member: Reo Song (Department. of Marketing, TAMU, Graduated 2010)
- Member: Jeff Meyer (Department of Marketing, TAMU, Graduated 2010)
- Member: Jianda Zhu (Department of Economics, TAMU)

#### Master’s Student Committees

- Alec Bardzik (Department of Agricultural Economics, TAMU)
- Robert Krutsick (Department of Statistics, TAMU)
- Wen Zheng (Department of Agricultural Economics, TAMU)

## Service

### Community

- Chair, Track on Marketing Analytics, AI & Machine Learning, Summer American Marketing Association (AMA), Chicago, August 2022.
- Chair, Marketing and Consumer Behavior Track, Decision Sciences Institute Annual Conference, New Orleans, LA November 2019.
- Chair, Marketing and Consumer Behavior Track, Decision Sciences Institute Annual Conference, Chicago, IL November 2018.
- Chair, Track on Digital Marketing and Social Media, Summer American Marketing Association (AMA), Chicago, August 2015.
- Chair, Track on Marketing and Operations Management Interface, Production and Operations Management Society (POMS), Washington D.C., May 2015.
- Program Committee Member, Workshop on Health IT and Economics, hosted by the Center for Health Information and Decision Systems at University of Maryland, 2010

### University of South Carolina

- Member, University Committee on Tenure and Promotion, University of South Carolina, 2022-present
- Committee Member, DMSB Diversity & Inclusion Task Force, Moore School of Business, University of South Carolina, 2021-present.
- Faculty Member, Big Data Health Science Center, University of South Carolina, 2019-present.
- Committee Member, Ad-Hoc Committee on Non-Tenure Track Promotion Guidelines University of South Carolina, 2018.
- Committee Member, Business Analytics Task Force, Moore School of Business, University of South Carolina, 2016-present.
- Member, Faculty Recruiting Committee, Department of Marketing, Moore School of Business, University of South Carolina, 2016- 2017.
- Member, Graduate Programs Faculty Committee, Moore School of Business, University of South Carolina, 2015-2016.
- Member, Doctoral Program Review Committee, Department of Marketing, Moore School of Business, University of South Carolina, 2015-2016.