

ASHISH SOOD

Assistant Professor of Marketing

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ARTICLES IN REFEREED JOURNALS

Sood, Ashish and Gerard J. Tellis (2011), "Demystifying Disruption: A New Model for Understanding and Predicting Disruptive Technologies," *Marketing Science*, 30: 339-354

- "Technical Appendix," *Marketing Science*
- Marketing Science Institute Top Five MSI Reports Downloaded in 2010
- SSRN Top Ten Downloads Jun 2010, Jul 2010, Aug 2010, Sep 2010.

Sood, Ashish and Gerard J. Tellis (2009) "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," *Marketing Science*, 28(3) 442-456.

- SSRN Top Ten Downloads Jun 2009, Jul 2009, Oct 2009, Mar 2011.

Sood, Ashish, Gareth James, Gerard J. Tellis (2009) "Functional Regression: A New Model for Predicting Market Penetration of New Products," *Marketing Science*, 28: 36-51.

- SSRN Top Ten Downloads Jul 2008, Nov 2008, May 2009, Jun 2009.

Sood, Ashish and Gerard J. Tellis (2005), "Technological Evolution and Radical Innovations," *Journal of Marketing*, 69, 3, 152-168.

- Spotlight Article written on my paper: Lantos Geoffrey P. "Technological Evolution and Radical Innovation," *The Journal of Product Innovation Management*; 23:581-585; 2006.

James Gareth and Ashish Sood (2005) "Performing Hypothesis Tests on the Shape of Functional Data" *Computational Statistics and Data Analysis*, Vol. 50, Iss. 1.

BOOK CHAPTERS

- "Marketing Applications of Functional Data Analysis" *Functional and Operatorial Statistics, Springer Series: Contributions to Statistics*, Dabo-Niang, Sophie; Ferraty, Frédéric (Eds.), XX, 304 p. 33, ISBN: 978-3-7908-2061-4, 2008.
- "Technology Transition," *Encyclopedia on Technology, Innovation and Management*, V. K. Narayanan and Gina Colarelli O'Connor; Wiley-Blackwell, 2010, ISBN: 978-1-4051-6049-0.
- "Technology S-Curve" *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh K Malhotra, Blackwell Publishing, 2010, ISBN: 9781444316568.

- "GE/McKinsey Matrix" **Wiley International Encyclopedia of Marketing**, Jagdish Sheth and Naresh K Malhotra, Blackwell Publishing, 2010, ISBN: 9781444316568.
- "Product Diversification" **Wiley International Encyclopedia of Marketing**, Jagdish Sheth and Naresh K Malhotra, Blackwell Publishing, 2010, ISBN: 9781444316568.
- "Technological Evolution" Empirical Generalizations about Marketing Impact, **MSI's Relevant Knowledge series**, edited by Dominique Hanssens 2009, 09-600.

ARTICLES IN PRACTITIONER/ THOUGHT-LEADERSHIP PUBLICATIONS

- "Challenges of Technological Evolution in Contemporary Markets," Performance, *Ernst & Young Thought Leadership Magazine*, 2011.
- "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," Performance, *Ernst & Young Thought Leadership Magazine*, 2010.
- "A New Framework to Help Firms Select among Competing Technologies," *Visions, PDMA*, Cover Story, Vol. XXXIV NO. 3, 18-23, Oct. 2010.
- "Innovation Does Payoff - If You Measure Correctly," *Research Technology Management*. Arlington: Vol. 52, Iss. 4, 13-16, Jul-Aug 2009.
- "The Myth of S-Curves: Technological Evolution and Product Innovation," **inSide, Consortium for Graduate Study in Management**, 2008.
- "The Myth of S-Curves: Technological Evolution and Product Innovation," **Strategic Innovators**, Indian Institute of Planning & Management, 2008.
- "Understanding Technology Evolution - The Fallacy of S-Curves," i-PERFORM Marketing 2.0 Authority, *Montgomery Research, Inc. and Accenture*, 2008.
- "The Myth of S-Curves – Technological Evolution and Product Innovation," Building Trust: Whose Business is it?, *Effective Executive*, IUP Publications, 2008.
- "Understanding the Seeds of Growth: Technological Evolution and Product Innovation," Annual Thought Leadership book on CRM Transformation, *Montgomery Research, Inc. and Accenture*, 2007.

NEWSPAPER ARTICLES AND BUSINESS PRESS

- "How to Back the Right Technology," Business Insights, *MIT Sloan Management Review-Wall Street Journal*, Dec. 2008.
- "Strategies: To Make a Stock Pop, Innovate," Mark Hulbert, *The New York Times*, Aug. 30, 2008.

-
- “Do Innovations Really Payoff? Total Stock Market Returns to Innovation,” *PDMA Visions – Insights into Innovation*, Vol XXXIII No. 3, Oct. 2009.
 - "Innovation Pays Off- Research Shows," Michael Wolff, *Research Technology Management*, Nov.- Dec., 2008
 - “Can Social Media Spur Companies to Increase R&D Spending?,” *Knowledge@Emory* , Jan. 21, 2011
 - “Understanding Disruptive Technologies: Who wins, who loses?” *Insights from MSI*, 2010
 - “Will E-Reader Innovation Capture Customers and More Market Share?,” *Knowledge@Emory*, Dec. 17, 2009.
 - “Why Innovation Will Revive the Tech Sector,” *Knowledge@Emory*, Apr. 17, 2009.
 - "Searching For Signs of Technological Innovation In The Ruins of the American Economy - Does The "S" Curve Explain Anything About American Technological Innovation?," Thomas Vass, *New Technology Market News*, eCarolinaNewswire.com, Aug. 6, 2008.
 - "Video Discussion on Youtube," USC Marshall - Gerard Tellis Interview on paper "Technology Evolution and Radical Innovations"
 - "Are Investments in Innovations Worthwhile?" *The Stock Markets Channel*, Paley Media, Jun. 25, 2008.
 - "Do Innovations Ever Payoff? Total Stock Market Returns to Innovation," *Knowledge@Emory*, Jun. 12, 2008.
 - "New Model for Predicting the Trajectory of New and Existing Products," *Knowledge@Emory*, Mar. 12, 2008.
 - "Sony's Blu-Ray Victory: Learning to Catch the Technology Wave?," *Knowledge@Emory*, Mar. 12, 2008.
 - "How Does a Technology Improve? - An Argument for Reinvesting in the Light Bulb," *Knowledge@Emory*, Oct. 5, 2005.
 - “A New View of Technological Evolution,” Rebecca Anderson, *Insights from MSI*, 2005.
 - “A New Look at Returns on Investments in Innovation,” Jane Gebhart, *Insights from MSI*, 2008.
 - “A New Approach to Predicting Market Penetration,” *Insights from MSI*, 2008.
 - "Strategies: To Make a Stock Pop, Innovate," Financial Express, 2008
 - “Do Innovations Ever Pay Off? The Value of Investing in Innovation -- Does it Hurt Stock Prices?,” University of Southern California, 2008
 - “Marrying Technology and Customer Collaboration,” GauravBhalla.com, 2008
 - Do Innovations Ever Pay Off? the Value to Investing in Innovation,” Newswise, 2008.

OTHER REFEREED PUBLICATIONS

- Sood, Ashish and Gerard J. Tellis, “Demystifying Disruption: A New Model for Understanding and Predicting Disruptive Technologies,” **MSI Working Paper Series** 2010,10-102.
- Sood, Ashish, Gareth James, Gerard J. Tellis, “Functional Data Analysis: A New Approach for Predicting Market Penetration of New Products,” **MSI Working Paper Series**, 2008, 08-200.
- Sood, Ashish and Gerard J. Tellis, “Do Innovations Really Payoff? Total Stock Market Returns to Innovation” **MSI Working Paper Series**, 2008, 08-116 - LEAD ARTICLE.
- Sood, Ashish and Gerard J. Tellis “The S-curve of Technological Evolution: Strategic Law or Self-Fulfilling Prophecy?” **MSI Working Paper Series**, 2005, 04-116.
- Sood, Ashish and Stefan Stremersch, “Deviation Among Technology Reviews: An Informative Enrichment of Technology Evolution Theory for Marketing,” Research Paper ERS-2010-005-MKT, **ERIM Report Series Research In Management**, Erasmus Research Institute of Management, 2010.
- Sood, Ashish and Gerard J. Tellis, “Research Productivity and Returns to Market Entry Decisions Hi-Tech Markets,” Center for Research on Technology & Innovation (CRTI), **Kellogg School of Business**, 2005.

RESEARCH IN PROGRESS

- “Predicting the Path of Technology Evolution,” with Gareth James, Gerard J. Tellis and Ji Zhu, under second review, **Marketing Science**.
- “Scientific Reviews in Science-Based Industries: Impact on Product Sales and Marketing Expenditures,” with Eelco Kappe and Stefan Stremersch, being revised for submission to **International Journal of Research in Marketing**.
- “Not Dead Yet: Modeling the Sales Spikes in Fast-Decay Product Categories” with Douglas Bowman and Yu Yu, being revised for submission to **Journal of Marketing Review**.
- “Power of Customer Voice: Shape Analysis of Online Product Reviews,” with Mayukh Dass, Wolfgang Jank, and Yue Tian, data collection and analysis complete, manuscript being finalized for submission to **Marketing Science**.
- “Unifying Differentiated Consumer-Generated Content: What I Say, Where I Go, and What I Think,” with Manish Tripathi, Data collection and analysis ongoing (target **Marketing Science**).
- “Financial Impact of Scandals on Celebrity Endorsements,” with Gerard J. Tellis, data collection complete; analysis ongoing (target **Journal of Marketing**).

AWARDS AND FELLOWSHIPS (> \$100,000)

- 2011: **Dean's Research Grant Award** for research on "A Framework for Unifying Differentiated User-Generated Content: What I Say, Where I Go, and What I Think," with Manish Tripathi for \$4,500
- 2010: **Marketing Science Institute Research Grant Award** on "Not Dead Yet: Modeling the Sales Spikes in Fast-Decay Product Categories," with Douglas Bowman for \$10,560
- 2009: Dean's Research Grant Award for research on "Brand Health Index: A New Approach to Managing the Health of Brand Portfolios," with Sundar Bharadwaj for \$2,300
- 2009: **Visiting Research Fellow of Marketing, Singapore Management University**, Singapore for \$4100
- 2008: Dean's Research Grant Award for research on "Exploring Sales Patterns for Fast-Decay Product Categories" with Doug Bowman for \$4,800
- 2007: Marketing Science Institute Research Grant Award for research on "Total Market Return to Innovation: Marketing Strategy Meets Wall Street: Connecting Marketing Actions and Brand, Customer, and Channel Equity with Financial Performance and Firm Value", with Gerard J. Tellis for \$20,000
- 2007: **Emory University Research Committee (URC) Research Grant Award** for research on "Technological Evolution in the Pharmaceutical Market," for \$15,000
- 2006: **Finalist, MSI's Robert D. Buzzell Best Working Paper Award**
- 2006: Marketing Science Institute Research Grant Award for research on "Decoding Disruption" with Gerard J. Tellis for \$8,640
- 2006: Marketing Science Institute Research Grant Award for research on "Technological Evolution and Market Growth: A Co-evolution Study in the Pharmaceutical Market" with Stefan Stremersch for \$10,000
- 2006: Dean's Research Grant Award for research on "Improving Prediction of the Path of Technological Evolution through Functional Clustering" with Gareth James for \$5,520
- 2005: President's Commission on Race and Ethnicity Award \$350
- 2005: **Fellow, Marketing Science Doctoral Consortium**
- 2004: **John Funk Research Fellowship Award** from Center for Research in Technology and Management, Kellogg School of Management \$10,000
- 2004: GPSS Travel Grant, University of Southern California
- 2004: **Finalist, ISBM Doctoral Dissertation Award**
- 2004: **Fellow, Society for Marketing Advances Doctoral Consortium**
- 2004: **Excellence in Teaching Award 2004-2005**, Marshall School of Business

2003: Marketing Science Institute Research Grant Award for research on “Understanding the Seeds of Growth: Technological Evolution and Product Innovations,” for \$6,000

2003: **Fellow, Marketing Science Doctoral Consortium**

2001-2005: Ph.D. Degree Fellowship, Graduate Division, University of Southern California

2000: Research project - Philips Electronics Singapore Pte Ltd. for research on "Supplier Integration in Product Creation Process - a Strategic Assessment Survey"

1984: Certificate of Merit in 1984 from Delhi Public School.

1983-85: EEWT Scholarship 83-85 for academic excellence from ESCORTS

1983: National Scholarship, India

INVITED PRESENTATIONS

- “Innovation and New Product Development,” 7th Annual LPA Product Managers Breakfast, PITTCOON 2011, **Laboratory Science Equipment Conference**, Georgia World Congress Center, Atlanta, 2011
- “Demystifying Disruption: A New Model for Understanding and Predicting Disruptive Technologies,” (by Gerard Tellis) **Harvard Business School**, 2011.
- “Demystifying Disruption: A New Model to Understand and Predict Technological Disruption,” **Yale University**, Conference on Consumer Insights, (by Gerard Tellis), 2010.
- “Decoding Disruption” **Rotterdam School of Management**, Erasmus University, 2009.
- “Decoding Disruption,” **Visiting Research Fellow of Marketing, Lee Kong Chian School of Business, Singapore Management University**, Singapore, 2009.
- “Do Innovations Really Payoff? A New Metric To Assess Total Market Returns to Innovations,” Wharton Impact Conference, **The Wharton School**, Mack Center for Technological Innovation, (by Gerard Tellis), 2008.
- “Towards a Predictive Model of Technological Evolution,” First Annual Greif Research Symposium, **Greif Center for Entrepreneurial Studies**, Marshall School of Business, USC, Los Angeles, 2008.
- “Technical Evolution and Radical Innovation,” Department of Management, **The Wharton School**, Seminar on the Evolution of Organizations and Industries (EOI), 2007.
- “Decoding Disruption,” **The Warrington School of Business**, University of Florida, 2007.
- “Technological Innovation and Market Returns to Technological Innovations,” Smeal College of Business, **Penn State University**, State College, 2005.
- “Research Productivity and Returns to Market Entry Decisions Hi-Tech Markets,” **Kellogg School of Business**, Northwestern University, Chicago, 2005.

PRESENTATIONS AT ACADEMIC CONFERENCES**2011**

- “Power of Customer Voice: Shape Analysis of Online Product Reviews,” North American Society for Marketing Education, Fifth Great Lakes-NASMEI Marketing Conference, 2011.
- “Predicting Sales in Sequential Channels” Special Session: WOM, Ratings, and Early Forecasting, Marketing Science Conference, Houston, 2011
- “A Comprehensive Framework for Unifying Differentiated User” Special Session: User Generated Content and Social Networks, Marketing Science Conference, Houston, 2011
- “Unifying Differentiated Consumer-Generated Content: What I Say, Where I Go, and What I Think,” Emory Brown Bag Series
- “Rejuvenating Role Of Pre-Announcements On Sales Of Experiential Products” Special Session: Innovation, AMA Winter Marketing Educators Conference, Austin, 2011
- “A Comprehensive Framework for Unifying Differentiated User” Special Session: Innovation, AMA Winter Marketing Educators Conference, Austin, 2011
- “Not Dead Yet: Modeling Sales Spikes in Fast-Decay Product Categories” University of Utah's 8th Annual Product and Service Innovation (PSI) Conference, Where Marketing and Operations Meet, Salt Lake City, 2011.

2010

- “Not Dead Yet: Modeling Sales Spikes in Fast-Decay Product Categories,” Special Session: Innovation Valuation, PDMA Research Forum, Orlando, 2010
- “Demystifying Disruption: A New Model for Understanding and Predicting Disruptive Technologies,” Goizueta Business School, Fall Seminar Series, 2010.
- “Decoding Disruption: New Schema, Model, Findings,” Board of Advisors, USC, Los Angeles, (by Gerard Tellis), 2010
- “Decoding Disruption: New Schema, Model, Findings,” China PhD Forum, USC, Los Angeles, (by Gerard Tellis). 2010
- “Uncovering the Divergence Along Paths of Technology Evolution: Causes and Consequences for Marketing,” Marketing 2010: Strategies and Solutions for a Tumultuous Economy, Special Session on Innovation Dilemmas, Actions and Consequences, AMA Winter Marketing Educators' Conference, New Orleans, 2010.

2009

- “Do Innovations Really Payoff? A New Metric To Assess Total Market Returns to Innovations,” Marketing Strategy Meets Wall Street, Emory Marketing Institute-MSI Conference, Goizueta Business School, Atlanta, 2009.

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- “Exploring Sales Patterns for Fast-Decay Product Categories,” Special Session Co-chair w Raji Srinivasan: Technology Evolution and Value Creation, AMA Winter Conference, Tampa, 2009.
 - “Towards a Predictive Model of Technological Evolution and Disruption,” Special Session Co-Chair Grewal: Innovation and Value Creation, AMA Winter Conference, Tampa, 2009.
 - “Disagreement on Technology Performance: A New Perspective on Technology Evolution Theory,” Utah Winter Conference on Product and Service Innovation, Salt Lake City, 2009.
 - “Disagreement on Technology Performance: A New Perspective on Technology Evolution Theory,” Special Session on Advances in Predicting Technological Evolution, Marketing Science Conference, University of Michigan, Ann Arbor, 2009.
 - “The Step and Wait Model for Predicting Technological Evolution,” Special Session on Advances in Predicting Technological Evolution, Marketing Science Conference, University of Michigan, Ann Arbor, 2009
 - “Exploring Sales Patterns for Fast-Decay Product Categories,” Special Session on Marketing of Fast Decay Products, Marketing Science Conference, University of Michigan, Ann Arbor, 2009
 - “Towards A Predictive Model Of Technological Evolution,” Special Session on “Managing Across Technological Transitions” BPS/TIM/ENT Panel Symposium, Academy of Management Meetings, Chicago, 2009.
 - “The Step and Wait (SAW) Model For Predicting Technological Evolution,” Academic Research Forum, Special Session on New Frontiers in Methods for Innovation, PDMA Annual International Conference, Anaheim, 2009.
 - “Exploring Sales Patterns for Fast-Decay Product Categories,” Special Session on Special Session on Learning, Integration and Management of the Market Side of Innovation, Academic Research Forum, PDMA Annual International Conference, Anaheim, 2009.

2008

- “Towards a Predictive Model of Technological Evolution and Disruption,” Special Session on Strategic Marketing Issues at the Intersection of Marketing and Emerging Technologies, ISBM Academic Conference, San Diego, 2008.
- “Functional Regression: A New Model for Forecasting Market Penetration of New Products,” Special Session on Expanding Frontiers of Diffusion Research, Marketing Science Conference, Vancouver, 2008.
- “Are Analysts Missing the Full Picture? Total Market Returns to Innovation,” Special Session on Frontiers in Innovation, 37th EMAC Conference, Brighton, UK, 2008.
- “Decoding Disruption,” Annual Georgia Research Seminar, Emory University, Atlanta, 2008.

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- “Towards a Predictive Model of Technological Evolution,” First Annual Greif Research Symposium, Greif Center for Entrepreneurial Studies, Marshall School of Business, USC, Los Angeles, 2008.
 - “Total Market Returns to Innovation” UC Irvine Paul Merage School of Business, Irvine, (by Gerard Tellis). 2008.
 - “Functional Regression: A New Model for Predicting Market Penetration of New Products,” Research Frontiers in Marketing Science Conference, UT Dallas, Dallas, 2008.
 - “Stock markets' Reaction to Innovation: Total Market Returns to New Products,” Utah Winter Conference on Product and Service Innovation, Salt Lake City, 2008.
 - “Improving Prediction of the Diffusion of New Products through Functional Clustering,” Special Session - Innovation, Product Development and Diffusion, AMA Winter Marketing Educators Conference, Austin, 2008.

2007

- “Decoding Disruption,” Special Session - Innovation and Disruption, PDMA International Conference, Orlando, 2007.
- “Decoding Disruption,” Fifth West Coast Research Symposium On Technology Entrepreneurship, Center for Innovation and Entrepreneurship, University of Washington, Seattle, 2007.
- “Decoding Disruption,” Special Session - Technological Evolution and Organizational Innovation, INFORMS Marketing Science Conference, Singapore, 2007.
- “Decoding Disruption,” Special Session - New Perspectives on Disruptive Innovations, Strategic Sources of Advantage, Atlanta Competitive Advantage Conference, Atlanta, 2007.
- “Decoding Disruption,” Innovation and New Product Development Track, 36th EMAC Conference, Reykjavik University, Reykjavik, Iceland, 2007.
- “Decoding Disruption,” Special Session - TECHSIG, Technology, Product And Firm Characteristics On Market And Firm-Level Innovation Outcomes, AMA Winter Marketing Educators’ Conference, San Diego, 2007.
- “Decoding Disruption,” Utah Winter Conference on Product and Service Innovation, Salt Lake City, 2007.

2006

- “Total Market Returns to New Products,” Special Session: “Strategy and Performance Implications of Product Innovation and Product Design,” Research forum: Creating and Appropriating Value in Innovation Management, PDMA Conference, Atlanta, 2006.
- “Financial Returns to Techno-preneurship,” Fourth West Coast Research Symposium on Technology Entrepreneurship, Seattle, 2006.

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- “Recognizing Companies with Distinctive Advantages: Total Market Returns to Innovation,” Research to Practice Special Session Forum, Atlanta Competitive Advantage Conference, Atlanta, 2006.
 - “Financial Value of Marketing: Total Market Returns to Innovation,” Thirteenth Annual CBIM Academic Workshop, Atlanta, 2006.
 - “Financial Value of Marketing: Total Market Returns to Innovation,” Special Session, Marketing Science Conference, Pittsburg, 2006.
 - “Total Market Returns to New Products,” Special Session: “Strategy and Performance Implications of Product Innovation and Product Design,” AMA Winter Educators' Conference, St. Petersburg, 2006.

2005

- “Total Stock Market Rewards to Innovations,” Innovative New Product Development: Engineering Meets Marketing Conference, Indian Institute of Technology, Chennai, India, 2005.
- “Real Market Returns to New Products,” Marketing Dynamics Conf., Sacramento, 2005.
- “When will this technology improve? - Hypothesis Tests on the Shape of Functional Data,” ECRM 2005: The 4th European Conference on Research Methodology for Business and Management Studies, Université Paris-Dauphine, Paris, 2005.
- “Performing Hypothesis Tests on the Shape of Functional Data,” Marketing Science Conference, Atlanta, 2005.

2004

- “Understanding the Seeds of Growth: Technological Evolution and Radical Innovation,” MSI Conference - Hot Thoughts on Innovation: Insights at the Intersection of Marketing and Technology, AMA Summer Marketing Educators' Conference, Boston, 2004
- “The S-curve of Technological Evolution: Strategic Law or Self-Fulfilling Prophecy?” Marketing Science Conference, Rotterdam, 2004.
- “Technological Evolution and Radical Innovation,” Association for Consumer Research, ACR 2004, Asia - Pacific Conference Seoul, 2004.
- “Understanding the Seeds of Growth: Technological Evolution and Radical Innovation,” Winter Product-Process Innovation Conference, Park City, 2004.

2003

- “Global Diffusion of Hi-Tech Products,” CIBEAR Doctoral Student Conference, Internationalizing Doctoral Education for Business (IDEB), Indiana University, Bloomington, 2003.
- “Understanding the Seeds of Growth: Technological Evolution and Radical Innovation,” AMA 2003 Winter Marketing Educators' Conference, Orlando, 2003.

SERVICE

Session Chair, Conferences

- WOM, Ratings, and Early Forecasting, Marketing Science Conference, 2011.
- User Generated Content and Social Networks, Marketing Science Conference, 2011.
- Innovation Dilemmas, Actions and Consequences, AMA Winter Marketing Educators' Conference, 2010.
- New Frontiers in Methods for Innovation, PDMA Annual International Conference, 2009.
- Learning, Integration and Management of the Market Side of Innovation, PDMA Annual International Conference, 2009.
- Advances in Predicting Technological Evolution, Marketing Science Conference, 2009.
- Marketing of Fast Decay Products, Marketing Science Conference, 2009.
- Technology Evolution and Value Creation, AMA Winter Educators Conference, 2009.
- Innovation and Value Creation, AMA Winter Educators Conference, 2009.
- Marketing Strategy and Value Creation, AMA Winter Educators Conference, 2009.
- Expanding Frontiers of Diffusion Research, Marketing Science Conference, 2008.
- Strategic Marketing Issues at the Intersection of Marketing and Emerging Technologies, ISBM Academic Conf., 2008.
- Frontiers in Innovation, European Marketing Academic Conference, 2008.
- Innovation, Product Development & Diffusion, AMA Winter Marketing Educators Conference, 2008.
- Innovation and Disruption, PDMA International Conference, 2007.
- Technological Evolution and Organizational Innovation, INFORMS Marketing Science Conference, 2007.
- Technology, Product and Firm Characteristics on Market and Firm-Level Innovation Outcomes, AMA Winter Marketing Educators' Conference, 2007.
- Strategy and Performance Implications of Product Innovation and Product Design: Creating and Appropriating Value in Innovation Management, PDMA Conference, 2006.
- Financial Value of Marketing: Total Market Returns to Innovation, Marketing Science Conference, 2006.
- Strategy and Performance Implications of Product Innovation and Product Design, AMA Winter Educators' Conference, 2006

Mentor

DocSIG , AMA SIG for doctoral students, AMA Winter Educators' Conference, Tampa, 2009.

Reviewer: Peer Reviewed Journals

Marketing Science, Management Science, Journal of Marketing, International Journal of Research in Marketing (IJRM), Journal of Product and Innovation Management, Journal of the Academy of Marketing Science, Journal of Business and Industrial Marketing, Journal of Business Research, Industrial Marketing Management, International Journal of Quality Technology & Quantitative Management, International Journal of Electronic Business, Technological Forecasting and Social Change, Journal of International Marketing.

Reviewer, Conferences

- AMA Winter Marketing Educators Conference, 2005-2011.
- AMA Summer Marketing Educators Conference, 2005-2011.
- Association for Consumer Research, 2005-2011.
- PDMA, 2005-2011.
- EMAC, 2006, 2007.

Service: Emory Administrative Positions

- Director Analytics, ZIBS 2005, 2006; EMI 2007- 2008
- Goizueta Marketing Strategy Consultancy Toolbox Faculty Consultant 2008 - 2011
- Member of Emory Honor Council 2005, 2006, 2007
- Member of Evening MBA Program Committee, 2007 - 2011
- Member of Executive MBA Program Committee, 2008 - 2009

Service: Emory

- Doctoral Students Recruitment 2006 – 2011.
- Directed Study Guide 2006-1, 2007-4, 2008-2, 2009-2, 2010-2
- GMA Toolbox 2006-2009
- Reader, Marketing Doctoral Program, 2008 - 2011
- Faculty Representative, Haring Symposium, Indianapolis, 2006
- Faculty Recruitment 2006 – 2011.
- Coordinator of Brown Bag series, 2006 – 2008, 2010.
- Volunteering time at Super Saturday for recruiting events, 2009-2010

Service: Community

- Judging Panel, Atlanta Interactive Marketing Association's AiMA Awards 2008-2010
- Moderator, Panel on CRM Implementation, Alumni club Notre Dame and Goizueta, 2005
- Adhoc Online teaching for charitable purpose, 2005-2008
- TYE Global (TiE Young Entrepreneurs), 2011

Collaboration with the School of Medicine, Emory University

- Steering Committee Member, Atlanta Pediatric Device Consortium, Pediatric Device Consortia Grant to make CHOA/Emory a hub for inventing and advancing pediatric devices.

Service: Professional Bodies

- Member - American Marketing Association
- Member - INFORMS Society for Marketing Science
- Member - Product Development and Management Association
- Member - Mu Kappa Tau National Marketing Honor Society
- Auditor - Singapore Quality Award for Business Excellence 1996
- Lead Assessor - International Quality Management System ISO 9001
- Lead Assessor - Environmental Management System ISO 14001
- Associate - The Institution of Engineers (India)

TEACHING

Interests

Product and Innovation Strategy, Introduction to Marketing, Social Media Marketing

Experience

BBA Program (Marketing Strategy)	2005-2011
MBA Program -Full Time and Evening (Marketing Strategy)	2005-2011
PhD Program (Marketing Pro-Seminar On Special Topics)	2007, 2011
Executive Education (Coke)	2008
BBA Program, University of Southern California (B2B Marketing)	2005
BBA Program, Nanyang Technological University (Intro. to Marketing)	1998-2000

Invited Guest Lectures

- “Using Market Research on UGC To Guide Strategy,” Marketing Research & Information Systems, Prof. AK Jaiswal, IIM Ahmedabad, 2011
- “Technological Innovation and Market Pioneering,” Marketing Innovation, Prof. Stefan Stremersch, Emory Univ., 2007
- “Technology Evolution,” Marketing Seminar, Prof. Jag Sheth, Emory Univ., 2007
- “How Disruptive Technologies Affect the Competitive Landscape,” Marketing Seminar, Prof. Jag Sheth, Emory Univ., 2007

Collaboration with the School of Medicine, Emory University

Organized a ‘live’ research project for students between GBS and the School of Medicine in 2010 on a go-to-market strategy for a startup firm Kinetic Muscles Inc.

Media coverage of business project done by students:

- "New Stroke Therapy from Kinetic Muscles Calls for New Marketing Concepts," Tempe, (Vocus/PRWEB), 2011
- "Students Take on Marketing Healthcare Technology," Goizueta Newsroom, 2011

Business Cases

- Sood, Ashish (2011), “Channel Strategy at Kinetic Muscles Inc,” a medical technology company that designs, manufactures and markets a next-generation family of robotic therapy products (Teaching Note available)

Self-instructional Activities

- “Two Day Course, The Art and Craft of Discussion Leadership” Harvard Business School
- Publishing, Harvard Business School, Cambridge, MA, 2006
- “Two Day Course, Master Teacher Workshop,” Dr. Harvey J. Brightman, Goizueta Business School, 2005
- “Five Day Course, Event History & Survival Analysis Using SAS,” Dr. Paul Allison, Temple University, Philadelphia, 2008
- “Marketing Engineering Workshop,” Dr. Gary Lilien and Sr. Arvind Rangaswamy, 2008

Awards

- Excellence in Teaching Award 2004-2005, Marshall School of Business

ACADEMIC EXPERIENCE

Assistant Professor, Goizueta Business School, Emory University	2005 till date
Visiting Research Fellow of Marketing, SMU	Jul 1-14, 2009
Instructor and Research Assistant, University of Southern California	2001-2004
Instructor, Nanyang Business School, Singapore	1999-2001

BUSINESS EXPERIENCE

Product Quality Manager, Philips Electronics Singapore Pte. Ltd., Singapore	1997-2001
Area Sales Manager, Crompton Greaves Ltd. Delhi, India	1989-1997

EDUCATION

PhD, Marketing, University of Southern California, Los Angeles	2001-2005
MBA (Mgmt. of Technology), Nanyang Technological Univ., Singapore	1997-2000
Bachelor of Engineering (Electrical), Delhi College of Engineering, Delhi	1985-1989