

SUBRAMANIAN “BALA” BALACHANDER
Curriculum Vitae

Krannert Graduate School of Management
Purdue University
West Lafayette, IN 47907

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Education

Carnegie Mellon University
Graduate School of Industrial Administration
Ph. D. in Marketing, May 1991.
M.S. in Marketing, 1988.

Indian Institute of Management, Calcutta, India.
P.G.D.M. (Post Graduate Diploma in Management), 1983.

Indian Institute of Technology, Madras, India.
B. Tech, Chemical Engineering, 1979.

Academic Employment

Purdue University, Krannert School of Management
Professor of Management (2011-)
Associate Professor of Management (2007 - 2011)
Assistant Professor of Management (2001 – 2007)
Teaching MBA-level Marketing Management, Marketing Strategy, Pricing and Ph. D.
Seminar in Marketing.

University of Maryland, Robert H. Smith School of Business
Assistant Professor of Marketing (1998 – 2001)

University of Toronto, Faculty of Management
Visiting Assistant Professor of Marketing, Jan – June, 1998.

Clark University, Graduate School of Management
Assistant Professor of Marketing (1992-1998)

Carnegie Mellon University, Graduate School of Industrial Administration
Visiting Assistant Professor (1991-92).

Honors

University Faculty Scholar Award, Purdue University, 2009-2014.

John and Mary Willis Young Faculty Scholar Award, Purdue University, 2007.

Recognition as Distinguished Teacher, Krannert School of Management, Purdue University, 2002, 2004-2008, 2009, 2010, 2011.

Purdue Research Foundation Summer Research Grant, 2002-2006.

Nominated for the Frank Bass Dissertation Paper Award, 1996.

AMA Doctoral Consortium Fellow, 1990.

William Larimer Mellon Fellowship, 1986-89.

Certificate of Merit, Indian Institute of Management, Calcutta, 1982.

Research Interests

Pricing, Market Signalling, Competitive Strategy, Internet Commerce, Channels of Distribution.

Teaching Interests

Pricing, Marketing Strategy, Marketing Management, Internet and High-Technology Marketing, Marketing Models, Marketing Channels.

Publications

1. Balachander, S., B. Ghosh and A. Stock (2010). "Why Bundle Discounts Can Be A Profitable Alternative To Competing On Price Promotions?" Marketing Science, 29 (4), 624-638.
2. Balachander, S., K. Kannan and D. G. Schwartz. (2009) "A Theoretical and Empirical Analysis of Alternate Auction Policies for Search Advertisements," Review of Marketing Science, Vol. 7, Article 5.
3. Balachander, S., Y. Liu and A. Stock (2009). "An Empirical Analysis of Scarcity Strategies in the Automobile Industry," Management Science, 55 (10), 1623-1637.
4. Bezawada, R., S. Balachander, P. K. Kannan, and V. Shankar (2009). "The Effect of Aisle and Display Placements, Merchandising and Promotion on Brand Sales: A Cross Category Analysis," Journal of Marketing, 73 (May), 99-117.

Publications (continued)

5. Balachander, S. and A. Stock (2009). "Limited Edition Products: When and When Not to Offer Them?" Marketing Science, 28 (2), 336-355.
6. Oakley, J., A. Duhachek, S. Balachander and S. Sriram (2008). "Understanding the Simultaneous Effects of Category Fit and Order of Entry on Consumer Perceptions of Brand Extensions," Journal of Consumer Research, 34 (February), 706-712.
7. Balachander, S. (2007) "A Model of Promotion-Free Retail Pricing of Durable Products," Review of Marketing Science, Vol. 5 , Article 2. Available at:
<http://www.bepress.com/romsjournal/vol5/iss1/art2>.
8. S. Sriram, Balachander, S. and M. Kalwani (2007). "Monitoring the Dynamics of Brand Equity Using Store-Level Data," Journal of Marketing, 71(2), 61-78.
9. Ghosh, B. and S. Balachander (2007), "Competitive Bundling and Counter-bundling with Generalist and Specialist Firms," Management Science, 53 (1), 159-168.
10. A. Stock and S. Balachander (2005). "The Making of a 'Hot product': A Signaling Explanation of Marketer's Scarcity Strategy." Management Science, 51(8), 1181-1192.
11. Balachander, S. and S. Ghose (2003). "Reciprocal Spillover Effects: A Strategic Benefit of Brand Extensions." Journal of Marketing, 67 (1), 4-13. (Lead Article)
12. Balachander, S. (2001) "Warranty Signalling and Reputation." Management Science, 47(9), 1-8.
13. Balachander, S. and K. Srinivasan (1998). "Modifying Customer Expectations of Price Decrease for a Durable Product." Management Science, 44(6), 776-786.
14. Balachander, S. and K. Srinivasan (1998). Quantity Discounts, Manufacturer and Channel Profit Maximization: Impact of Retailer Heterogeneity." Marketing Letters, 9(2), 169-179.
15. Balachander, S. and Kannan Srinivasan (1994). "Selection of Product Line Qualities and Prices to Signal Competitive Advantage." Management Science, 40 (7), 824-841.
16. Balachander, S. and Peter H. Farquhar (1994). "Gaining More by Stocking Less: A Competitive Analysis of Product Availability." Marketing Science, 13, 1, 3-22. (Lead Article)

Working Papers Under Review

(Available at <http://www.mgmt.purdue.edu/faculty/sbalacha/publications.asp>.)

Liu, Yan (Lucy) and S. Balachander. "How long has it been since the Last Deal? Consumer Promotion Timing Expectations and Promotional Response," Working Paper, January 2010. (To be resubmitted as fresh submission to Management Science).

Balachander, S. and B. Ghosh. "Bayesian Estimation of a Simultaneous Probit Model Using Error Augmentation: An Application to Multi-buying and Churning Behavior," Working Paper, Revised April 2011 (Under 2nd review at Quantitative Marketing and Economics).

A. Kim, S. Balachander and K. Kannan. "On the Optimal Number of Advertising Slots in a Generalized Second Price Auction," Working Paper, September 2010 (Revision invited at Marketing Letters).

Working Papers Under Preparation

Pedram, M. and S. Balachander "Up-Market or Down-Market Stretch: Optimal Sequential Introduction of New Products," Working Paper, August 2010. (Target: Marketing Science.)

Balachander, S., E. Gal-Or, T. Geylani and A. Kim. "Optional versus Standard Features," Working Paper, May 2010. (Target: Management Science.)

Liu, Y., S. Balachander and S. Datta. "On the Timing and Depth of a Manufacturer's Sales Promotion Decisions with Forward-looking and Heterogeneous Consumers," Working Paper, August 2010. (Target: Marketing Science.)

Pedram, M., S. Balachander, and T. Geylani. "Competitive Response to Changing Demand: Price Promotions or Added Features," Working Paper, January 2009.

Kim, A. and S. Balachander. "Coordinating Traditional Media Advertising and Search Advertising," Working Paper, August 2010. (Target: Marketing Science.)

Other Research in Progress

Kim, A. and S. Balachander, "Optimality of Bundling: Piracy and Channel Structures."

Balachander, S., R. Bezawada and Y. Liu. "Measuring Trade Promotion Effectiveness for a Branded Specialty Product."

Refereed Conference Proceedings

Balachander, S., J. Oakley and S. Sriram (2005). "Understanding the Simultaneous Effects of Category Fit and Order of Entry on Consumer Perception of Brand Extensions," Advances in Consumer Research, 32, 135-136.

Ph. D. Student Supervision

Alex Kim (Chair), Ph. D. expected May 2011.

Yan (Lucy) Liu (Chair), Ph. D., 2010. (Placed at Texas A& M University)

Mahmood Pedram (Chair), Ph. D., 2010. (Placed at American University in Dubai)

Bikram Ghosh (Chair), Ph. D., 2006. (Placed at University of South Carolina)

Ram Bezawada (Committee Member), Ph. D., 2006. (Placed at SUNY, Buffalo)

S. Sriram (Co-Chair), Ph. D., 2004. (Currently at University of Michigan).

Axel Stock (Chair), Ph. D., 2003. (Placed at University of Central Florida).

Recent Invited Seminars

"On the Timing and Depth of a Manufacturer's Sales Promotion Decisions with Forward-looking and Heterogeneous Consumers," Ohio State University, 2011.

"An Analysis of Alternate Auction Policies for Search Advertisements," University of California at Riverside, 2008.

"Limited Edition Products: When and When Not to Offer Them?" University of Illinois at Urbana-Champaign, 2008.

Recent Conference Presentations

"Up-Market or Down-Market Stretch: Optimal Sequential Introduction of New Products," with Mahmood Pedram, 2009 Marketing Science Conference, Ann Arbor, MI.

"An Analysis of Alternate Auction Policies for Search Advertisements," with K. Kannan, 2009 Marketing Science Conference, Ann Arbor, MI.

"Dynamic Brand and Quantity Choice with a Hazard Model for Promotion Expectation," with Yan (Lucy) Liu, 2008 Marketing Science Conference, Vancouver.

Recent Conference Presentations (continued)

“Limited Edition Products: When and When Not to Offer Them?” with Axel Stock, 2007 Marketing Science Conference, Singapore Management University, Singapore.

“Effect of Cross Buying Discounts on Promotional Competition,” with Bikram Ghosh, 2007 Marketing Science Conference, Singapore Management University, Singapore.

“Cross-buying and Churning Behavior,” with Bikram Ghosh, 2006 Marketing Science Conference, University of Pittsburgh, Pittsburgh, Pennsylvania.

“Strategic Competition and Product Bundling,” with Bikram Ghosh, 2005 Marketing Science Conference, Emory University, Atlanta, Georgia.

“The Effect of Product Scarcity on Quality Image: Empirical Evidence from the US Car Market,” with Axel Stock, 2004 Marketing Science Conference, Erasmus University, Rotterdam.

Professional Service

Guest Associate Editor for Management Science. Member of Editorial Board of Marketing Science. Ad hoc Reviewer for Management Science, Journal of Marketing Research, International Economic Review, European Economic Review and QME.

Professional Affiliations

American Marketing Association and The Institute for Operations Research and the Management Sciences.

University and School Service

Marketing Area Faculty Recruitment Coordinator, 2005

Krannert Information Access Committee (2009-)

University Censure and Dismissal Committee (2009-)

Junior Chair (2009) and Senior Chair (2010), Krannert United Way Campaign

Marketing Area Ph. D. student Advisor (2005- 2007).

Krannert School Grievance Committee

Executive Education Review Committee (2007)

Executive Program Advisory Committee (2008-2009)

STAR Committee (2003 - 2009)

Ph. D. Review Committee (2004-)

Global Supply Chain Management Option subcommittee (2004)

Faculty Representative to the Haring Doctoral Symposium, Indiana University, 2003, 2004.

University Grievance Committee (2007-)

Business Experience

Senior Marketing Executive, Castrol India Ltd., India (7/84 - 8/86).

Consultant, S. B. Billimoria & Co., India (5/83 - 7/84).

Assistant Engineer (R & D), Indian Organic Chemicals, India (9/79 - 7/81).