

# GERARD J. TELLIS

*Neely Chaired Professor of American Enterprise,  
Director of USC Marshall Center for Global Innovation  
Director of USC Marshall iORB  
President of ISMS*

## Education

Ph.D. Business Administration, the University of Michigan, Ann Arbor.  
Post-Graduate Diploma in Business Management, XLRI, Jamshedpur.  
Bachelor of Science (Chemistry), the University of Bombay, Bombay.

## Research Expertise

Market Entry, new products, innovation, social media, advertising, emerging markets.

## Google Scholar [Stats](#)

Over 24,000 cites as of Jan 2020. H-index over 61.

## Academic Appointments

Director of USC Marshall iORB  
Neely Chair of American Enterprise, Professor, and Director of USC Marshall Center for Global Innovation.  
Research Director, Judge Business School, Cambridge University, UK.  
Distinguished Professor of Marketing Research, Erasmus University Rotterdam, Netherlands.  
Visiting Professor of Marketing, Strategy, and Organization, Judge Business School, Cambridge University.  
Research Fellow, Judge Business School, Cambridge University.

## Business Experience

Sales Development Manager, Ethnor, Johnson & Johnson, Responsibilities included  
Brand Management, New Product Introductions and Sales Staff Planning.  
Consultant for multinational corporations.  
Expert witness for SEC, public corporations, and private entities.

## Books

Tellis Gerard J. (2019), *Effective Advertising & Social Media: Strategy and Analytics*, Kendall Hunt.  
Tellis, Gerard J and Stav Rosenzweig (2018), *How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America*, London: UK, Anthem Press.  
Tellis, Gerard J. (2013), *Unrelenting Innovation: How to Create a Culture of Market Dominance*, Jossey-Bass, 2013 January.  
Tellis, Gerard J. and Tim Ambler (2007), *Handbook of Advertising*, London, UK: Sage Publications.  
Tellis, Gerard J. (2003), *Effective Advertising: How, When, and Why Advertising Works*, Thousand Oaks, CA: Sage Publications. Translated into Chinese and Korean.  
Tellis, Gerard J. and Peter Golder (2001), *Will and Vision: How Latecomers Grow To Dominate Markets*, McGraw Hill. Translated into Russian, Chinese, Japanese, Korean, Portuguese, and Spanish.  
Tellis, Gerard J. (1998), *Advertising and Sales Promotion Strategy*, Reading, MA: Addison-Wesley. Translated into Spanish, Chinese, and Czech.

## Awards

### Lifetime Awards

AMA Richard D Irwin Awards for Outstanding Contributions to field, 2020.  
Jagdish Sheth Award for Lifetime Contributions to Business Practice, 2020.  
Fellow of AMA (American Marketing Association), as of 2019.  
Fellow of ISMS (INFORMS Society of Marketing Science), as of 2011.  
Fellow of ISBM (Institute of the Study of Business Markets) of Penn State University, as of 2012.  
Fellow of Sidney Sussex College, Cambridge University, UK.  
Churchill Award for Lifetime Contributions to Marketing Research, 2019, by American Marketing Association, MR SIG.  
Distinguished Scholar Award of American Marketing Association, Communications SIG, as of 2014  
Paul D Converse Award, for contribution to science in marketing, 2012.  
Behavioral Pricing Lifetime Achievement Award for Contributions to Behavioral Pricing, 2009.  
Vijay Mahajan Award for Lifetime Contributions to Marketing Strategy from the AMA Tech/SIG, 2006.  
Hind Rattan Award, for outstanding services, achievements, and contributions of a former Indian citizen, NRI Welfare Society of India, 2008

### Best Article/Book Awards

William F. Odell 2019 Award for best paper in *Journal of Marketing Research* in last 10 years.  
Excellence in Global Marketing Research Award from American Marketing Association Global SIG, 2019.  
William F. Odell 1998 Award for best article in *Journal of Marketing Research*, in last 10 years.  
Excellence in Global Marketing Research Award, 2019, by American Marketing Association, Global SIG, for outstanding article in International Marketing.  
Lehmann Award for best paper based on a dissertation published in *Journal of Marketing Research* or *Journal of Marketing*, 2014.  
*Marketing Science* Long-term Impact Award, for the article that makes the best contribution to the science of marketing in the last 10 years. in *Marketing Science*, 2012.  
Frank M. Bass Outstanding Dissertation Award, for best article in *Marketing Science*, 1998.  
Harold D. Maynard 2002 Award for most significant contribution to Marketing thought in *Journal of Marketing*,.  
Harold D. Maynard 2000 Award for most significant contribution to Marketing thought in *Journal of Marketing*,.  
*Harvard Business Review* citation for *Will and Vision*, as one of best business books of 2001.  
AMA-Berry Award for best book (*Will and Vision*) in marketing in the last 3 years, 2004.  
MSI/Paul Root Award for best contribution to the practice of marketing published in the *Journal of Marketing*, 2009.  
Excellence in Global Marketing Research Award from American Marketing Association Global SIG, 2010.  
American Marketing Association Global/SIG award for Best Published Article on Global Marketing, 2006  
American Marketing Association Tech-SIG award for Best Published Article on Innovation, 2005.  
Impact on Management Practice Award by Erasmus University Rotterdam 2004, for research on International Takeoff, published in *Marketing Science*.

### Best Presentation at Conference Awards

European Marketing Academy Award for best paper presented at 2009 Conference based on a dissertation.  
Product Development and Management Association Award for best paper at 2005 Research Forum.  
American Marketing Association Summer Educators' Conference Best Paper Award, 1982.  
Marketing Science Institute and International Journal of Research in Marketing award for best paper in Conference on Global Marketing 2003.  
Marketing Science Institute's award for best paper in Working Paper Series 1993 American Marketing Association.

### University Awards

USC Marshall Dean's Award for Research Excellence 2016, 2011, 2008, 2005  
USC Mellon Award for mentoring post-doctoral students, 2013.  
USC Mellon Award for mentoring doctoral students, 2007.  
USC Phi Kappa Phi Faculty Award for creative works, 2003.  
Distinguished Alumnus Award, University of Michigan, Ann Arbor, April 2003.  
Distinguished Alumnus Award, XLRI, Jamshedpur, 2010.  
Chester B. Phillips Award for Outstanding Teaching as a professor, 1988.

### **Awards to Doctoral Students**

PTC Outstanding Dissertation Research Award to Wayne Zhang, January 2016.  
ANZMAC-Layton Award, for best dissertation research in marketing, to Wayne Zhang, December 2015  
Howard Best Dissertation in the field of Marketing, awarded to Seshadri Tirunillai, by AMA, 2013.  
Lehmann best paper published in *JM* or *JMR*, based on a dissertation, awarded to Seshadri Tirunillai, 2014.  
European Marketing Academy Award for best paper presented at Conference based on a dissertation, to Seshadri Tirunillai, 2009.  
Bass best papers published in *MkSc* or *MgtSc*, based on a dissertation, awarded to Peter Golder, 1998.

### **Publications in Peer Reviewed Journals**

Chandrasekaran, Deepa, Gerard J. Tellis and Gareth James (2020), "Leapfrogging, Cannibalization, and Survival during Disruptive Technological Change: The Critical Role of Rate of Disengagement." Forthcoming, *Journal of Marketing*.

Johnson, Joseph, Gerard J. Tellis, and Noah Van Bergen (2020), "Fooled by Success: How, Why, and When Disclosures Fail or Work in Mutual Fund Ads," Forthcoming, *Journal of Marketing and Public Policy*, forthcoming.

Tellis, Gerard J, Debbie MacInnis, Seshadri Tirunillai and Wayne Zhang (2019), "Drivers of Virality of Online Content: The Case of YouTube Videos," *Journal of Marketing*.

Tellis, Gerard J (2018), "Do Brands Compete or Co-exist?" *European Journal of Marketing*.

Borah, Abhishek, Myrthe van Dieijen, Gerard J. Tellis, Philip Hans Frances (2018), "Big Data Analysis of Volatility Spillovers Across User-Generated Content and Stock Market Performance," *Industrial Marketing Management*, forthcoming.

Tirunillai and Tellis (2017), "Does Offline Advertising Affect Online Chatter? Quasi Experimental Analysis Using Synthetic Control," *Marketing Science*, September, pp 1-17.

Harmancioglu, Nukhet and Gerard J. Tellis (2018), "Silicon Envy: How Global Innovation Clusters Hurt or Stimulate Each Other across Developed and Emerging Markets," *Journal of International Business Studies*, 49, 7, December.

Tellis, Gerard J (2017), "Interesting and Impactful Research: On Phenomenon, Theory, and Writing," *Journal of the Academy of Marketing Science*, January.

Borah, Abhishek and Gerard J. Tellis (2016), "Halo (Spillover) Effects in Social Media: Do Recalls of One Brand Hurt or Help a Rival Brand," *Journal of Marketing Research*, 53, 2 (March-April), lead article.

Ying Li and Gerard J. Tellis (2016), "Does Province Matter? Intra-Country Differences in the Takeoff of New Products," *Technovation*, 47-13.

Palacios, Javier and Gerard J. Tellis (2015), "The Dive and Disruption of Successful Products: Patterns, Drivers, and Predictive Model," *Product Innovation and Management Journal*.

Spann, Martin, Marc Fischer and Gerard J. Tellis (2015), "Skimming or Penetration: Strategic Dynamic Pricing for New Products," *Marketing Science*.

Tirunillai, Seshadri and Gerard J. Tellis (2014), "Mining Meaning from Online Chatter: Strategic Brand Analysis of Big Data using Latent Dirichlet Allocation," *Journal of Marketing Research*, 51, 4 (August). Winner of

- Lehmann Award for best dissertation-based article in *Journal of Marketing* or *Journal of Marketing Research*, for 2014.
- Borah, Abhishek and Gerard J. Tellis (2014), "Make, Buy, or Ally? Choice of and Payoff to Announcements of Alternate Strategies for Innovation," *Marketing Science*, 33, 1 (Jan-Feb), 114-133.
- Rubera, Gaia and Gerard J. Tellis (2014), "Spinoffs versus Buyouts: Long-term Profit of Alternate Routes to Commercializing Innovations," *Strategic Management Journal*, 35 (October), 2042-2052.
- Schöler, Lisa, Bernd Skiera and Gerard J. Tellis (2014), "Stock Market Returns to Financial Innovations During and Before the Financial Crisis in US and Europe," *Journal of Product Innovation Management*, 31, 5, 973-986.
- Johnson, Joseph, Gerard J. Tellis and Eddie Ip (2013), "To Whom, When, and How Much to Discount? A Constrained Optimization of Customized Temporal Discounts" *Journal of Retailing*, 89, 4 (Dec), 361-373. (Lead article).
- Chandrasekaran, Deepa, Joep Arts, Gerard J. Tellis and Ruud T. Frambach (2013), "Pricing in the International Takeoff of New Products," *International Journal of Research in Marketing*, 30, 249-264.
- Sood, Ashish, Gareth James, Gerard J. Tellis and Ji Zhu (2012), "Predicting the Path of Technological Evolution: Testing SAW versus Moore, Bass, Gompertz and Kryder," *Marketing Science*, November-December, 31, 6, November-December, 964-979.
- Tirunillai, Seshadri and Gerard J. Tellis (2012), "Does Chatter Really Matter? The Dynamics of User-Generated Content on Stock Performance," *Marketing Science*, 3, 2 ( March-April), 198-215. Lead article. Dissertation from which this paper was taken is the Winner of John A Howard Award for best dissertation in the field of Marketing, 2012.
- Sood, Ashish and Gerard J. Tellis (2011), "Demystifying Disruptions: A New Model for Understanding and Predicting Disruptive Technologies," *Marketing Science*, 30, 2 (March-April), 339-354.
- Sethuraman, Raj, Gerard J. Tellis, and Richard Briesch (2011), "How Well Does Advertising Work? Generalizations from a Meta-Analysis of Brand Advertising Elasticity," *Journal of Marketing Research*, XLVIII, June, 457-471. Finalist for Paul Green award of the *Journal of Marketing Research* 2012.
- Chandrasekaran, Deepa and Gerard J. Tellis (2011), "Getting a Grip on the Saddle: Chasms or Cycles?" *Journal of Marketing*, July.
- Koslow, Scott (2011), "What Scanner Panel Data Tell Us About Advertising: A Detective Story with a Dark Twist," *Journal of Advertising Research*.
- Tellis, Gerard J. and Deepa Chandrasekaran (2010), "Does Culture Matter? Assessing Biases in Cross-National Survey Research," *International Journal of Research in Marketing*, 27, 4, pp 329-341.
- Tellis, Gerard J. (2010), "Do Network Effects Warm or Chill a Budding Market?" *International Journal of Research in Marketing*, March, 27 (1), 20-21.
- Sood, Ashish and Gerard J. Tellis (2009), "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," *Marketing Science*, 28, 3 (May-June), 442-456.
- Tellis, Gerard J., Yiding Yin, and Rakesh Niraj (2009), "Why and How Quality Wins Over Network Effects and What It Means," *Journal of Marketing Research*, XLVI, 2 (March-April), 160-162.
- Tellis, Gerard J., Yiding Yin, and Rakesh Niraj (2009), "Does Quality Win: Network Effects versus Quality in High Tech Markets," *Journal of Marketing Research*, XLVI, 2 (March-April), 135-149.
- Tellis, Gerard J., Jaideep Prabhu and Rajesh Chandy (2009), "Innovation of Firms Across Nations: The Pre-Eminence of Internal Firm Culture," *Journal of Marketing*, 73, 1 (January), 3-23.
- Sood, Ashish, Gareth James and Gerard J. Tellis (2009), "The Functional Regression: A New Model for Predicting the Market Penetration of New Products," *Marketing Science*, 28, 1, 36-51.

- Tellis, Gerard J., Yiding Yin, and Simon Bell (2009), "Global Consumer Innovativeness: Cross Country Differences and Demographic Communalities," *Journal of International Marketing*, 17, 2, 1-22.
- Tellis, Gerard J (2009), "Generalizations About Advertising Effectiveness in Markets," *Journal of Advertising Research*, 49, 2, 240-245.
- Tellis, Gerard J and Kethan Tellis (2009), "A Critical Review and Integration of Research on Advertising in a Recession," *Journal of Advertising Research*, 49, 3 (September).
- Johnson, Joseph and Gerard J. Tellis (2008), "Drivers of Success for Market Entry Into China and India," *Journal of Marketing*, 72 (May) 1-13. Winner of the MSI/Paul Root award for best paper in *Journal of Marketing*.
- Chandrasekaran, Deepa and Gerard J. Tellis (2008), "The Global Takeoff of New Products: Culture, Wealth, or Vanishing Differences" *Marketing Science*, 27, 5 (September-October), 844-860.
- Tellis, Gerard J. (2008), "Important Research Questions in Technology and Innovation," *Industrial Marketing Management*, 37, 6 (August), 629-632.
- Tellis, Gerard J and Johnson, Joseph (2007), "The Value of Quality: Stock Market Returns to Published Quality Reviews," *Marketing Science*, 26, 6 (November-December), 742-756.
- Stremersch, Stefan, Gerard J. Tellis, Philip Hans Franses and Jeroen L. G. Binken (2007), "Indirect Network Effects in New Product Growth," *Journal of Marketing*, 71, 3, 52-74.
- Hauser John, Gerard J. Tellis and Abbie Griffin (2007), "Research on Innovation and New Products: A Review and Agenda for Marketing Science," *Marketing Science*, 25, 6, 687-717.
- Chandrasekaran, Deepa and Gerard J Tellis (2007), "Diffusion of New Products: A Critical Review of Models, Drivers, and Findings," *Review of Marketing Research*, 39-80.
- Tellis, Gerard J and Philip Hans Franses (2006), "Optimal Data Interval for Advertising Response Models," *Marketing Science*, 25, 3, May-June, 217-229.
- Spann, Martin and Gerard J. Tellis (2006), "Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions," *Journal of Marketing*, 70, 1 (65-78).
- Tellis, Gerard J. (2006), "Disruptive Technology or Visionary Leadership?" *The Journal of Product Innovation Management*, 23, 1 (January), 34-38.
- Tellis Gerard J. (2005), "Advertising's Role in Capitalist Markets: What We Know and Where We Go from Here," *Journal of Advertising*, 45, 2 (June), 162-170.
- Sood, Ashish and Gerard J. Tellis (2005), "Technological Evolution and Radical Innovations," *Journal of Marketing*, 69, 3 (July), 152-168.
- Tellis, Gerard J., Rajesh Chandy, Deborah MacInnis, and Pattana Thaivanich (2005), "Modeling the Micro Effects of Television Advertising: Which Ad Works, When, Where, Why, and For How Long?" *Marketing Science*, 24, 3 (Summer). 2005. Finalist for Society of Marketing Science ISMS Practice Prize, 2004.
- Johnson, Joseph, Gerard J. Tellis and Deborah MacInnis (2005), "Winners, Losers, and Biased Trades," *Journal of Consumer Research*, 32, 2 (September), 324-330.
- Johnson, Joseph and Gerard J. Tellis (2005), "Blowing Bubbles: Heuristics and Biases in the Run-Up of Stock Prices," *Journal of Academy of Marketing Science*, 33, 4, 486-504.

- Golder, Peter N and Gerard J. Tellis (2004), "Going, Going, Gone: Cascades, Diffusion, and Turning Points of the Product Life Cycle," *Marketing Science*, 23, 2 (180-191). Marketing Science Long-Term Impact Award. AMA/TechSig best paper award 2005.
- Foster, Joseph A, Golder, Peter N and Gerard J. Tellis (2004), "Predicting Takeoff for Whirlpool's New Personal Valet," *Marketing Science*, 23, 2 (Spring), 182-185. Finalist for Society of Marketing Science Practice Prize 2003.
- Stremersch, Stefan, and Gerard J. Tellis, (2004), "Managing International Growth of New Products," *International Journal of Research in Marketing*, 21, 4 (December), 421-438. Winner of best paper at Noordwijk Conference on Global Marketing, organized by MSI and IJRF.
- Tellis, Gerard J., Stefan Stremersch and Eden Yin (2003), "The International Takeoff of New Products: Economics, Culture and Country Innovativeness," *Marketing Science*, 22, 2 (Spring), 161-187. Winner of Erasmus University Rotterdam 2004, Impact on Management Practice award for research on International Takeoff, Finalist of Best Paper Award for 2003, by AMA Tech SIG.
- Sethuraman, Raj and Gerard J. Tellis (2002), "Does Manufacturer Advertising Suppress or Stimulate Retail Price Promotion? Analytical Model and Empirical Analysis," *Journal of Retailing*, 78 (4), 253-263. Finalist for Best Paper Award in the *Journal of Retailing*, 2004.
- Stremersch, Stefan and Gerard J. Tellis (2002), "Strategic Bundling of Products and Prices: A New Synthesis For Marketing," *Journal of Marketing*, 66, 1 (January), 55-72. Winner of JM Maynard Award for best contribution to marketing thought, 2002.
- Chandy, Rajesh, Gerard J. Tellis, Debbie MacInnis and Pattana Thaivanich (2001), "What to Say When: Advertising Appeals in Evolving Markets," *Journal of Marketing Research*, 38, 4 (November), 399-414. Finalist for Odell Award, 2001.
- Ackerman David and Gerard J. Tellis (2001), "Can Culture Affect Prices: A Cross-Cultural Study of Shopping and Retail Prices," *Journal of Retailing*, 77, 57-82.
- Chandy, Rajesh and Gerard J. Tellis (2000), "The Incumbent's Curse? Incumbency, Size and Radical Product Innovation," *Journal of Marketing*, 64, 3 (July), 1 to 17. Harold D. Maynard Award for most significant contribution to Marketing thought in *Journal of Marketing*, 2000.
- Tellis, Gerard J., Rajesh Chandy and Pattana Thaivanich (2000), "Decomposing the Effects of Direct Advertising: Which Brand Works, When, Where, and How Long?" *Journal of Marketing Research*, 37 (February), 32-46. Finalist for the 2000 Paul Green award for the article in *Journal of Marketing Research* that contributes best to the practice of marketing research and research in marketing.
- Prabhu, Jaideep and Gerard J. Tellis (2000), "Do Consumers Ever Learn? Findings From An Experimental Market," *Journal of Behavioral Decision Making*, 13, 1, 19-34.
- Tellis, Gerard J., David Ackerman and Rajesh Chandy (1999), "In Search of Diversity: The Record of Major Marketing Journals," *Journal of Marketing Research*, 36 (February), 120-131.
- Chandy, Rajesh and Gerard J. Tellis (1998), "Organizing For Radical Product Innovation," *Journal of Marketing Research*, 35 (November), 474-487.
- Peter N. Golder and Gerard J. Tellis (1998), "Beyond Diffusion: An Affordability Model for the Growth of Consumer Durables," *Journal of Forecasting*, 17 (June-July), 259-280.
- Golder, Peter N. and Gerard J. Tellis (1997), "Will It Ever Fly? Modeling The Takeoff of New Consumer Durables," *Marketing Science*, 16, 3, 256-270. Winner of Bass Award for best article based on a dissertation in *Marketing Science*, 1997. Featured in *The Wall Street Journal*.
- Tellis, Gerard J. (1997), "Effective Frequency: One Exposure or Three Factors?" *Journal of Advertising Research*, 37-4, July-August, 75-80.

- Tellis, Gerard J. and Golder, Peter N. (1996), "First to Market, First to Fail? The Real Causes of Enduring Market Leadership," *Sloan Management Review*, 37, 2, 65-75. Featured in *The Wall Street Journal*, *Los Angeles Times*, *Economist*, and other publications. Best selling reprint in *Sloan Management Review* for 1996.
- Tellis, Gerard J. and Doyle Weiss (1995), "Does TV Advertising Really Affect Sales?" *Journal of Advertising*, 24, 3, 1-12. Lead article in issue. Nominated for *Journal of Advertising's* best paper of 1995.
- Tellis, Gerard J. and Fred Zufryden (1995), "Cracking the Retailer's Decision Problem: Which Brand to Discount, How Much, When and Why?" *Marketing Science*, 14, 3, 271-299. Nominated for *Marketing Science* best paper of 1995.
- Rajendran, K. N. and Gerard J. Tellis (1994), "Is Reference Price Based on Context or Experience? An Analysis of Consumers' Brand Choices," *Journal of Marketing*, 58, 2 (January), 10-22.
- Golder Peter N. and Gerard J. Tellis (1993), "Pioneering Advantage: Marketing Logic or Marketing Legend," *Journal of Marketing Research*. Winner of 1998 Odell Award for best paper in *Journal of Marketing Research*, that made a contribution 5 years earlier.
- Amit Ghosh, V. Kumar and Gerard J. Tellis (1992), "A Decomposition of Repetitive Response Behavior." *Marketing Letters*, 3, 4 (October), 407-417.
- Sethuraman, Raj and Gerard J. Tellis (1991), "An Analysis of the Tradeoff Between Advertising and Pricing," *Journal of Marketing Research*, 31, 2 (May), 160-174. Nominated for Odell Award for 1995.
- Tellis, Gerard J. and Gary G. Gaeth (1990), "Best-Value, Price-Seeking and Price Aversion: The Impact of Information and Learning on Consumer Choices," *Journal of Marketing*, 54 (April), 34-45.
- Tellis, Gerard J. (1989), "Interpreting Advertising and Price Elasticities," *Journal of Advertising Research*, 29, 4 (August-September), 40-43.
- Tellis, Gerard J. (1989), "The Impact of Corporate Size and Strategy On Competitive Pricing," *Strategic Management Journal*, 10, 569-585.
- Tellis, Gerard J. (1988), "The Price Sensitivity of Competitive Demand: A Meta-Analysis of Sales Response Models," *Journal of Marketing Research*, 15, 3 (November), 331-341. Lead article in issue.
- Tellis, Gerard J. (1988), "Advertising Exposure, Loyalty and Brand Purchase: A Two Stage Model of Choice," *Journal of Marketing Research*, 15, 2 (May), 134-144. Discussed in the *Wall Street Journal*, February 15, 1989, p. B6 and March 1, 1989, p. B6 and in numerous newspapers and journals nationally and abroad.
- Tellis, Gerard J. and Claes Fornell (1988) "Advertising and Quality Over the Product Life Cycle: A Contingency Theory," *Journal of Marketing Research*, 15, 1 (February), 64-71.
- Tellis, Gerard J. and Birger Wernerfelt (1987) "Competitive Price and Quality Under Asymmetric Information," *Marketing Science*, 6, 3, 240-253.
- Tellis, Gerard J. (1987), "Consumer Purchasing Strategies and the Information in Retail Prices," *Journal of Retailing*, 63, 3 (Fall), 279-297.
- Tellis, Gerard J. (1986), "Beyond the Many Faces of Price: An Integration of Pricing Strategies," *Journal of Marketing*, 50 (October), 146-160. Reprinted in *Marketing Classics*, by Cox and Enis.
- Tellis, Gerard J. and C. Merle Crawford (1981), "An Evolutionary Approach to Product Growth Theory," *Journal of Marketing*, 45 (Fall), 125-132.

## OPINION EDITORIALS IN LAY PRESS

Paradox of Superstars, *The Hill*, August, 2019.

How GE Lost Power, *Morning Consult*, Jan 4<sup>th</sup> 2019.

On Immigration, History Reveals a Pattern, by Gerard J. Tellis and Stav Rosenzweig, *Wall Street Journal*

America: Keep Immigrants Coming, by Gerard J. Tellis, in *Huffington Post*

The Columbus Effect: Pioneering is Glorious But Late Entrants Reap Rewards, by Gerard J. Tellis, in *Wall Street Journal*

Microsoft and Nokia: Marriage Made in Hell? by Gerard J. Tellis in *Forbes Leadership Forum*

Are You Cursed by Your Own Success? by Gerard J. Tellis in *CNBC Bullish on Books*

Pamper Your Mavericks, by Gerard J. Tellis, in *FastCompany*

How To Survive the Incumbent's Curse, by Gerard J. Tellis, in *The Globe and Mail*

Is the US Really Losing Its Innovative Edge? by Gerard J. Tellis in *www.Forbes.com*

Creating a Culture for Unrelenting Innovation, by Gerard J. Tellis in *AMA M-World*

Has Innovation Today Stalled? by Gerard J. Tellis, in *Sales and Service Excellence*

The Biggest Risk of All: Not Innovating, by Gerard J. Tellis, forthcoming in *Risk Management*

Q&A with Gerard Tellis, in *US Daily Review*

Market Research for Innovation, interview of Gerard J. Tellis in *New York Enterprise Report*

Is Apple Cursed? by Gerard J. Tellis, in *CNN Money/Fortune*.

Toyota's Gamble on the Prius by Gerard J. Tellis in *Financial Times*

What does "Out-Innovate" the World Mean for the US? by Gerard J. Tellis in *Xconomy*

Is Unrelenting Innovation Possible? by Gerard J. Tellis in *Management Issues*.

The Real Loss Behind HP's Acquisition of Autonomy. by Gerard J. Tellis in *Fast Company*

A Lesson for Detroit: Tata Nano, by Gerard J. Tellis in *San Francisco Chronicle*

The Innovation Imperative: My Research into the Revolutionary Role of Innovation in Contemporary Markets, by Gerard J. Tellis, in Converse Award Essay

A Revolution in Marketing Measurement, by Gerard J. Tellis, in *Direct Marketing News*

Comments are closed, but [trackbacks](#) and [pingbacks](#) are open.

## **MEDIA EXPOSURE**

### Coverage in Newspapers and Magazines

*Time*, [Innovate or Die: Wisdom from Apple, Google, and Toyota](#), interview of Gerard J. Tellis



*US Daily Review* [Q&A with Gerard Tellis](#)

*Wall Street Journal/Market Watch*, "[No Short Cut to Innovation](#)". (October, 4th Quarter/Autumn, 2013). Mark Hulbert summarizes Borah & Tellis 2014 Study on the trade-off between making, buying, and allying for innovation

*Fortune/CNN Money*, "[Why Huge Success Can Be a Company's Worst Enemy](#)". (February 2013). Anne Fisher reviews Tellis' book *Unrelenting Innovation*

*The Globe and Mail*, "[How To Survive the Innovator's Curse](#)". (April (2nd Quarter/Spring) 2013). Harvey Schachter reviews Tellis' book *Unrelenting Innovation*

*Bloomberg Business Week*, "Business Book Haiku". (February 4, 2013). Brad Stone Reviews Gerard Tellis' new book *Unrelenting Innovation*

*Investor's Business Daily*, "Interview". (January (1st Quarter/Winter) 2013). Adelia Cellini interviews Gerard Tellis on his new book *Unrelenting Innovation*

*Investor's Business Daily*, "[Small Innovation, Big Impact](#)," Amy Alexander quotes Gerard Tellis on *Innovation Champions*.

*New York Enterprise Report*, "New Year Issue". (January (1st Quarter/Winter) 2013). Lee Lusard reports an interview of Gerard Tellis on his new book *Unrelenting Innovation*

*Small Business Trends*, "Book Review". (January (1st Quarter/Winter) 2013). Ivana Taylor reviews Tellis' new book, *Unrelenting Innovation*

*The Motley Fool*, "[Microsoft's Mobile Move](#)". (September 2013). Ben Popkin critiques Microsoft's purchase of Nokia using Borah and Tellis' forthcoming study on *Make, Buy, Ally*.

*Oracle Magazine*, "Feature". (March 2013). Feature's Tellis' new book *Unrelenting Innovation*

*Expert Marketing Magazine*, "Book Review, Innovation". (February 2013). Review of Book, *Unrelenting Innovation* by Tellis

*Baseline Magazine*, "Feature". Dennis McCafferty reviews Gerard Tellis' *Unrelenting Innovation*

*WKXL*, "Financial Spectrum". Bill Kearney interviews Gerard Tellis on his new book *Unrelenting Innovation*

*Briefings*, "Joe Kurtzman". (2013). Review of Tellis' new book *Unrelenting Innovation*

*Training Magazine*, "[Incentives for Enterprise](#)". (July (3rd Quarter/Summer) 2013). Lorri Freifeld presents an excerpt from Tellis' book, *Unrelenting Innovation*

*Global Business and Organizational Excellence*, "Book Review". (May 2013). Gillian Rice reviews Tellis' new book *Unrelenting Innovation*

*Soundview Executive Books Summaries*, "Unrelenting Innovation". (May 2013). Review of Tellis' new book by same name

*Inc.*, "[The Long Road to Takeoff](#)". (April (2nd Quarter/Spring) 2013). Description of Tellis' research on the long time before a new product takes off

Baseline Magazine, "Feature". Dennis McCafferty reviews Gerard Tellis' Unrelenting Innovation

WKXL, "Financial Spectrum". Bill Kearney interviews Gerard Tellis on his new book Unrelenting Innovation

Briefings, "Joe Kurtzman". (2013). Review of Tellis' new book Unrelenting Innovation

Innovation Management, "Cultivating Innovation Champions". (2013). Chuck Frey summarizes insights from one chapter of Tellis' book on Innovation Champions.

Innovation Watch, "David Frost review Tellis' book, unrelenting innovation". (2013).

Wall Street Journal/Market Watch, "No Shot Cut to Innovation". (October (4th Quarter/Autumn) 2013). Mark Hulbert summarizes Borah & Tellis 2014 Study on the trade-off between making, buying, and allying for innovation

Radio in Seoul, South Korea, "This Morning". (September 2013). Radio Interview of Gerard Tellis and Jeffrey Pfeffer on Microsoft's Acquisition of Nokia

The Motley Fool, "Microsoft's Mobile Move". (September 2013). Ben Popkin critiques Microsoft's purchase of Nokia using Borah and Tellis' forthcoming study on Make, Buy, Ally.

33 voices, "How to Create a Culture for Unrelenting Innovation". (September 9, 2013). Interview with Gerard Tellis

Training Magazine, "Incentives for Enterprise". (July (3rd Quarter/Summer) 2013). Lorri Freifeld presents an excerpt from Tellis' book, Unrelenting Innovation

Global Business and Organizational Excellence, "Book Review". (May 2013). Gillian Rice reviews Tellis' new book Unrelenting Innovation

Soundview Executive Books Summaries, "Unrelenting Innovation". (May 2013). Review of Tellis' new book by same name

Inc., "The Long Road to Takeoff". (April (2nd Quarter/Spring) 2013). Description of Tellis' research on the long time before a new product takes off

The Globe and Mail, "How To Survive the Innovator's Curse". (April (2nd Quarter/Spring) 2013). Harvey Schachter reviews Tellis' book Unrelenting Innovation

Oracle Magazine, "Book Quotation". (March 2013). Feature's Tellis' new book Unrelenting Innovation

Engineering and Technology Management, "How to Innovate in Manufacturing". (March 11, 2013). Quotes research by Gerard J. Tellis

Blogging on Business, "Bob Morris reviews Tellis' Unrelenting Innovation". (February 2013). Summary of key insights from the book

Expert Marketing Magazine, "Book Review, Innovation". (February 2013). Review of Book, Unrelenting Innovation by Tellis

Fortune/CNN Money, "Why Huge Success Can Be a Company's Worst Enemy". (February 2013). Anne Fisher reviews Tellis' book *Unrelenting Innovation*

Young Upstarts, "Review of Tellis' book, *Unrelenting Innovation*". (February 2013). Daniel Goh summarizes insights from Tellis' book.

Business Talk Radio Networks, "Stu Taylor on Business". (February 14, 2013). Interview of Gerard J. Tellis on his new book, *Unrelenting Innovation*

CBC-TV, "Lang & O'Leary Report". (February 13, 2013). Nisha Pater and Jacqueline interview Gerard Tellis on his new book, *Unrelenting Innovation*

USA Networks, "Daybreak USA". (February 13, 2013). Jay Young Interview of Gerard Tellis on his new book *Unrelenting Innovation*

WFMD, "Your financial Editor". (February 8, 2013). Chris Murray interviews Gerard Tellis on his new book *Unrelenting Innovation*

The Economist, "Technological Clairvoyance: The Law and the Profits". (January (1st Quarter/Winter) 31, 2013). The Economist reviews our article in *Marketing Science* on Predicting Technological Innovation

Investor's Business Daily, "Interview". (January (1st Quarter/Winter) 2013). Adelia Cellini interviews Gerard Tellis on his new book *Unrelenting Innovation*

New York Enterprise Report, "New Year Issue". (January (1st Quarter/Winter) 2013). Lee Lusard reports an interview of Gerard Tellis on his new book *Unrelenting Innovation*

Small Business Trends, "Book Review". (January (1st Quarter/Winter) 2013). Ivana Taylor reviews Tellis' new book, *Unrelenting Innovation*

Time, "Innovate or Die: Wisdom from Apple, Google and Toyota". (January (1st Quarter/Winter) 2013). Anita Hamilton summarizes insights from Tellis new book

## Coverage in Radio and TV

Over 12 appearances in last 5 years.

## **SERVICE FOR PROFESSIONAL ORGANIZATIONS**

President, Informs Society for Marketing Science, 2018-2019.

VP of External Affairs, Informs Society for Marketing Science, 2012 to present

Treasurer, Informs Society for Marketing Science, 2007 to 2012.

Trustee of Marketing Science Institute, 2004 till 2010.

Member, Academic Council, American Marketing Association, 2008 to 2011.

Member of Executive Committee of European Marketing Association, 2005 to 2008.

NASMEI Executive Committee, 2004 to present.

## **CONFERENCE SERVICE**

Chair, 2017, Marketing Science Conference, USC, LA.

Co-chair of 2011 Conference on Global Innovation, Los Angeles, CA.

Co-Chair of 2009 PDMA Research Forum, Anaheim, California.  
 Chair of 2008 PDMA Doctoral Dissertation Competition.  
 Co-Chair of 2005, Conference on Innovation, Indian Institute of Technology, Madras, India.  
 Co-Chair of 2004, Conference on Emerging Markets, Indian Institute of Management, Kozhikode, India.  
 Co-chair of 2004 Marketing Science Conference, Doctoral Consortium, Rotterdam, Netherlands.  
 Member, Organization Committee, 2004 Marketing Science Conference, Rotterdam, Netherlands.  
 Co-chair of 2003 NASMEI Winter Research Conference, Indian School of Business, Hyderabad, India.  
 Co-chair of 2002 NASMEI Winter Research Conference, Indian School of Business, Hyderabad, India.  
 Co-chair of 1999 AMA-Sheth Foundation Doctoral Consortium, Los Angeles.  
 Chair, Promotion Track, AMA Winter Educators Conference, New Orleans, 1998.  
 Chair, Marketing Cluster, TIMS/ORSA National Meeting, Phoenix, October-November 1993.

## EDITORIAL SERVICE

Associate Editor: *Marketing Science*, 2010 to 2019

Associate Editor: *Journal of Marketing Research*, 2006 to 2019

Guest Associate Editor: *Marketing Science*, 2006 to 2008

Editorial Review Board: *Journal of Marketing Research*, 1994 to 2006.  
*Journal of Marketing*, 1988 to 2010 (except 97 & 98).  
*Marketing Science*, 2000 to present and 1991 to 1994.

Chair, Doctoral Dissertation Competition, PDMA 2008

Ad Hoc Reviewer *Journal of Marketing Research*, 1985 to 1994  
*Journal of Advertising*, 1991 to 1996.  
*Journal of Marketing*, 1984 to 1988.  
*Marketing Science*, 1989 to 1991; 1995 to 1999.  
*Management Science*, 1988 to present.  
*Journal of Consumer Research*, 1988 to 2006.  
*Journal of Retailing*, 1988 to 1994.  
*Strategic Management Journal*, 1987.  
*Journal of Academy of Marketing Science*, 1989-1995.

Judge Doctoral Dissertation Competition of the American Marketing Association  
 2000, 1998, 1995, 1994, 1993, 1992, 1988.

Reviewer, American Marketing Association Educators' Conference:  
 Best Paper Awards, 1992  
 Methodology Track, 1987, 1992, 1990.  
 Marketing Strategy Track 1994, 1992, 1987.  
 Education Track, 1988.  
 Winter Conference, 1992.

**HONORS****Faculty Fellow, AMA Doctoral Consortium**

Notre Dame University, 2016  
London Business School, 2015  
Northwestern University, 2014  
University of Michigan, 2013  
University of Washington, 2012  
Texas Christian University, 2010  
Georgia State University, 2009  
Arizona State University, 2007  
University of Maryland, 2006  
University of Connecticut, 2005  
Texas A&M, 2004  
University of Minnesota 2003  
Emory University, 2002  
University of Western Ontario, 2000  
University of Southern California, 1999.  
University of Georgia, 1998.  
University of Illinois, 1993.  
University of Southern California, 1992.  
Harvard University, 1990.

**Faculty Fellow, Marketing Science Doctoral Consortium**

Shanghai, 2016  
Baltimore 2015  
Atlanta, 2014  
Istanbul, 2013  
Boston 2012  
Rotterdam 2004  
Singapore 2007  
Beta Gamma Sigma, University of Michigan, 1984  
Fellow, AMA Doctoral Consortium, 1982.

**ADVISOR FOR PhD AND POST-DOCTORAL INTERNATIONAL FELLOWS**

Christian Pescher, Nuremburg University, Germany  
Maria Saaksjarvi, Delf University, Netherlands  
Selin Erguncu, Koc University, Turkey  
Manuel Trenz, University of Augsburg, Germany  
Carlos Hernandez, Erasmus University  
Christina Kuhl, University of Mannheim  
Ying Ling, East China University of Science and Technology, China  
Lisa Scholer, University of Frankfurt, Germany  
Sourindra Bannerjee, Cambirdge University, UK  
Nukhet Harmancioglu, Koc University, Istanbul, Turkey.  
Stav Rosenzweig, Hebrew University, Israel  
Martin Spann, University of Frankfurt and Goethe University of Munich, Germany,  
Delane Botelho, FGV University, San Paulo, Brazil  
Stefan Stremersch, Tilberg University and Erasmus University, Netherlands  
Joep Arts, Free University of Amsterdam, Netherlands  
Andreas Eisingerich, Cambridge University, and Imperial College, UK  
Gaia Rubera, Bucconi University, Milan, Italy.

**CHAIR OF DISSERTATION COMMITTEE**

Sajeev nair, expected Summer 2021  
Jihoon Hong, expected Summer 2021  
Wayne Zhang, graduated May 2015, first placed at Uber Technologies  
Abhisekh Borah, graduated May 2013, first placed University of Washington. Now at INSEAD  
Seshadri Tirunillai, graduated, June 2011, first placed, University of Houston.  
Joep Arts (with Ruud Frambach), expected graduated, May 2008. First placed Free University, Amsterdam  
Deepa Chandrasekaran, May 2007, first placed, Lehigh University.  
Ashish Sood, graduated, June 2005, first placed, Emory University. Now at UCR.  
Yongchuan Bao, graduated, Summer, 2004, first placed Cal State Fullerton.  
Stefan Stremersch, defended cum laude, 2001, first placed, Erasmus University, Rotterdam.  
Joseph Johnson, graduated Spring 2001, first placed in University of Miami.  
Yiding Yin, graduated Spring 2001, first placed in Cambridge University.  
Elise Prosser, graduated Fall 1999, first placed in San Diego State University.  
Rajesh Chandy, graduated 1996, first placed at University of Houston. Now at LBS.  
Peter Golder, graduated 1994, first placed at New York University. Now at Dartmouth  
Avu Sankaralingam, graduated 1993, first placed at Information Resources Inc..  
S. Hariharan, graduated 1992, first placed at University of Wisconsin, Madison.  
K. Rajendran, graduated 1989, first placed at University of Northern Iowa.

**EXTERNAL GRANTS BASED ON REFEREED PROPOSALS**

Marketing Science Institute Grant for research on Viral Videos, 2015  
Asian Institute of Consumer Insights, Nanyang Technological University, Singapore, 2014.  
Marketing Science Institute Grant for research on Twitter, 2013  
Marketing Science Institute Grant for research on offline advertising and online chatter, 2011.  
Marketing Science Institute Grant for research on online consumer generated content, 2008.  
Marketing Science Institute Grant for research on total returns to innovation, 2007.  
Marketing Science Institute Grant for research on multinational innovation, 2006.  
ISBM Grant for research on multinational innovation, 2006.  
Northwestern University Technology center, Grant for research on multinational innovation, 2006.  
Marketing Science Institute Grant for research on network effects, 2005.  
Marketing Science Institute Grant for research on global diffusion, 2004.  
AT Kearney funding for Study on Global Innovation.  
Department of Education Grant through USC CIBEAR for research on global innovativeness, 2003.  
Marketing Science Institute Grant for research on the technology evolution, 2003  
Marketing Science Institute Grant for research on the international takeoff, 2002  
Marketing Science Institute Grant for research on the network effects, 2001.  
Department of Education Grant through USC CIBEAR for research on takeoff of durables in Europe, 1999.  
Marketing Science Institute Grant for research on the leader's curse, 1998.  
Marketing Science Institute Grant for research on advertising effectiveness, 1998.  
Marketing Science Institute Grant for research on organizing for radical product innovation, 1996.  
Department of Education Grant through USC CIBEAR for research on patterns of international entry, 1994.  
Department of Education Grant through USC CIBEAR for study tour of East Asia 1995.  
Marketing Science Institute Research Grant for research on pioneers, 1992.  
Marketing Science Institute Research Grant for advertising research, 1987.  
Marketing Science Institute Research Grant for advertising research, 1986.

## COMMUNITY SERVICE

Member of School Improvement Council, Mesa Robles School, Hacienda Heights, 1994-91.  
American Youth Soccer Association: Tournament Director 1998 to 2002.  
Director of Referees Training 2000-2001.  
Member of Governing Board, Hacienda Heights, 1994 to 2002.  
Director of Boys Coaches 1995 to 2000.  
Director of Coaches Training 1994 to 1996.  
Coached over 20 teams.  
Coached five Hacienda Heights All Star Team.

## UNIVERSITY SERVICE AT SOUTHERN CALIFORNIA

iORB, Marshall School of Business, 2016 to 2020  
IASB, Marshall School of Business, 2016  
Marshall School Tenure and Promotion Committee, 2013, 2009-2012, 2003-2005, 1994-95  
Marshall School Chairs Evaluation Committee 2013, 2005 to 2008..  
Marshall School Annual Performance Evaluation Committee, 2014, 2010, 2007, 2008, 2000, 1990  
Research Committee, 2003, 2003, 2001-1999.  
Search Committee, Greif Entrepreneurship Center 2002 to 2005.  
Coordinator of Marketing Research Camp, 2001, 1999, 1998.  
Coordinator of Brown Bag series, 1996-1999.  
Information Resources Committee, 1997.  
Coordinator of Marketing Doctoral Program, 1989-1995.  
Chair of Promotion and Evaluation Group of:  
Steve Currall, John Zhang, Bob Fisher, C. W. Park, Bernie Jaworski, Dina Mayzlin  
Personnel Evaluation Group of 1993, 1995  
Tappan Chair Search Committee 1993, 1991.  
Faculty Senate, 1992-3.  
Faculty recruiting 1989, 1990, 1992, 1993, 1994, 1997

## TEACHING EXPERIENCE

Doctoral Education:  
Seminar in Philosophy of Marketing Science, 2000, 1999, 1997, 1995, 1993, 1991.  
Seminar on Marketing Models, 2019, 2017 2015, 2013, 2011, 2009, 2007, 2005, 2004, 2002, 2000, 1998,  
1996, 1994, 1992, 1990.  
Seminar on Competitive Analysis & Strategy, 1987, 1985.

### MBA Program:

Marketing of Radical Innovation, 2010, 2008, 2007, 2006.  
Core class on Management of Radical Innovation, 2006.  
Advertising and Social Media Strategy, 2019, 2018, 2017, 2016, 2015  
Advertising & Promotion Strategy, 2014, 2013, 2012, 2011, 2010, 2008, and 1992 to 2005.  
Core MBA on Marketing Management 1991, 1990, 1987.  
Marketing Strategy (Capstone), 1987, 1986.  
Marketing Research Methods, 1985, 1984.  
Marketing Strategy, 1985, 1989.  
Strategic Marketing Planning, 1984.

### Executive and Off-Campus MBA Education:

Advertising & Promotion, Samsung & Cheil Executives, Spring, Summer & Fall 1997, 1996, 1995.  
Marketing Management, Executives, 1988, 1987.

BBA Program:

Marketing Research, 1985, 1983.

Marketing Strategy (Capstone) 1989, 1988, 1985, 1984.

Marketing Management, 1980-1983.

**PROFESSIONAL AFFILIATIONS**

American Marketing Association

European Marketing Association

INFORMS Society for Marketing Science

Product Development and Management Association

**PERSONAL**

Married to Cherylanne Tellis

Four children

Citizen of the US