

# GERARD J. TELLIS

*Neely Chair of American Enterprise,  
Director of Institute for Outlier Research in Business  
Director of Center for Global Innovation  
Professor of Marketing and Management & Organization  
USC Marshall School of Business*

## 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.

## Research Expertise

Advertising, social media, innovation, technology, AI applications, new products.

## Google Scholar [Stats](#)

Over 31 thousand cites as of March 2022. h-index > 64.

## Academic Appointments

Director of USC Marshall iORB (Institute for Outlier Research in Business)  
Neely Chaired Professor of American Enterprise  
Director of USC Marshall Center for Global Innovation.  
Research Fellow, 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.

## Business Experience

Expert witness for SEC, public corporations, and private entities  
Consultant for multinational corporations.  
Sales Development Manager, Ethnor, Johnson & Johnson

## 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), *The SAGE Handbook of Advertising*, London, UK: Sage Publications.  
Tellis, Gerard J. (2003), *Effective Advertising: Understanding When, How 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

### **Fellow of Academies**

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, as of 2005

### **Lifetime Awards**

ISMS Buck Weaver Award for Lifetime Contributions to the Theory and Practice of Marketing Science 2021  
AMA Richard D Irwin McGraw Hill Award for Outstanding Educator, 2020.  
Jagdish Sheth Award for Lifetime Contributions to Business Practice, 2020.  
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 Associates Award for Creativity, 2022

USC Marshall Dean's Award for Research Excellence 2019, 2016, 2011, 2008, 2005

USC Faculty Club selection for distinguished faculty research, 2019

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**

Jason Bell, Christian Pescher, Gerard J. Tellis, Johann Fuller, "Can AI Help in Crowdsourcing?"

A Theory-Based Model for Idea Screening in Crowdsourcing Contests," *Marketing Science*, forthcoming.

Gerard J. Tellis, Ashish Sood, Nitish Sood, Sajeer Nair (2023), "Lockdown Without Loss? A Natural Experiment of Net Payoffs from to Covid COVID-19," *Journal of Public Policy and Marketing*, forthcoming.

Hong Jihoon, Max Wei and Gerard J. Tellis (2022), "Machine Learning for Creativity: How Similarity Networks Can Identify Successful Projects in Crowdfunding," *Journal of Marketing*.

Chandrasekaran, Deepa, Gerard J. Tellis and Gareth James (2022), "Leapfrogging, Cannibalization, and Survival during Disruptive Technological Change: The Critical Role of Rate of Disengagement," *Journal of Marketing*.

Johnson, Joseph, Gerard J. Tellis, and Noah Van Bergen (2021), "Fooled by Success: How, Why, and When Disclosures Fail or Work in Mutual Fund Ads," *Journal of Marketing and Public Policy*.

Borah, Abhishek, Cem Bahadur and Gerard J. Tellis (2021), "It Pays to Pay Attention: How Firm's and Competitor's Marketing Levers affect Investor Attention and Firm Value Full Length Article International Journal of Research in Marketing", *International Journal of Research in Marketing*, forthcoming.

Tellis, Gerard J, Debbie MacInnis, Seshadri Tirunillai and Wayne Zhang (2019), "What Drives Virality (Sharing) of Online Digital Content? The Critical Role of Information, Emotion, and Brand Prominence," *Journal of Marketing*.

Tellis, Gerard J (2019), "Comments on 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 of Brands across Social Media and Stock Markets," *Industrial Marketing Management*, forthcoming.

- Tirunillai and Tellis (2017), "Does Offline TV 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 Phenomena, 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 Product Recalls of One Brand Hurt or Help Rival Brands," *Journal of Marketing Research*, 53, 2 (March-April), lead article.
- Ying Li and Gerard J. Tellis (2016), "Is China Uniform? Intra-Country Differences in the Takeoff of New Products," *Technovation*, 47-13.
- Palacios, Javier and Gerard J. Tellis (2016), "The Dive and Disruption of Successful Current Products: Measures, Global Patterns, 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 Marketing 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 from Announcements of Alternate Strategies for Innovations," *Marketing Science*, 33, 1 (Jan-Feb), 114-133.
- Rubera, Gaia and Gerard J. Tellis (2014), "Spinoffs versus Buyouts: Profitability of Alternate Routes for Commercializing Innovations," *Strategic Management Journal*, 35 (October), 2042-2052.
- Schöler, Lisa, Bernd Skiera and Gerard J. Tellis (2014), "Stock Market Returns to Financial Innovations Before and During 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: 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? Dynamics of User-Generated Content and 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 Disruption: 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 Meta-Analysis of Brand Advertising Elasticities," *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 Response Biases in Cross-National Survey Research," *International Journal of Research in Marketing*, 27, 4, pp 329-341.
- Tellis, Gerard J. (2010), "Network Effects: Do They 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 Pay Off? Total Stock Market Returns to Innovation," *Marketing Science*, 28, 3 (May-June), 442-456.
- Tellis, Gerard J., Yiding Yin, and Rakesh Niraj (2009), "Reply to Comments: 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), "Radical Innovation across Nations: The Preeminence of Corporate 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 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), "Research on Advertising in a Recession: A Critical Review and Synthesis," *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), "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," *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 (2006), "Research on Innovation: A Review and Agenda for Marketing Science," *Marketing Science*, 25, 6, 687-717.
- Chandrasekaran, Deepa and Gerard J. Tellis (2007), "A Critical Review of Marketing Research on Diffusion of New Products," *Review of Marketing Research*, 39-80.
- Tellis, Gerard J. and Philip Hans Franses (2006), "Optimal Data Interval for Estimating Advertising Response," *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 Do We Know and Where Do We Go from Here?" *Journal of Advertising*, 45, 2 (June), 162-170.

- Sood, Ashish and Gerard J. Tellis (2005), "Technological Evolution and Radical Innovation," *Journal of Marketing*, 69, 3 (July), 152-168.
- Tellis, Gerard J., Rajesh Chandy, Deborah MacInnis, and Pattana Thaivanich (2005), "Modeling the Microeffects of Television Advertising: Which Ad Works, When, Where, for How Long, and Why?" *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), "Losers, Winners, 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), "Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in 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 Sales 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), "Understanding and 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: The Role of 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), "Which Ad Works, When, Where, and How Often? Modeling the Effects of Direct Television Advertising?" *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? Analysis of segment behavior in experimental markets," *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: The Overlooked Role of Willingness to Cannibalize," *Journal of Marketing Research*, 35 (November), 474-487.
- Peter N. Golder and Gerard J. Tellis (1998), "Beyond Diffusion: An Affordability Model of the Growth of New 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 Really 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? 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? The Role of Measures, Models, and Data Aggregation" *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), "Tackling the Retailer Decision Maze: Which Brands 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), "Pioneer 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 the best contribution in last 5 years.
- Amit Ghosh, V. Kumar and Gerard J. Tellis (1992), "A Decomposition of Repeat Buying," *Marketing Letters*, 3, 4 (October), 407-417.
- Sethuraman, Raj and Gerard J. Tellis (1991), "An analysis of the tradeoff between advertising and price discounting," *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), "Point of View - 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 Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales," *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) "The Relationship Between 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.

#### **PUBLICATIONS IN BOOKS, OTHER JOURNALS, AND REFEREED PROCEEDINGS**

- Tellis, Gerard J. and Stav Rosenzweig (2018), "On Innovation, History Reveals a Pattern," *Wall Street Journal*, February 7, 2018.
- Chandrasekaran, Deepa and Gerard J. Tellis (2018), "Review and Summary of Findings on Diffusion," in *Handbook of Research on New Product Development*, ed. Peter N. Golder and Debanjan Mitra.
- Tellis, Gerard J. (2014), "The Columbus Effect: Pioneering is Glorious but Late Entrants Reap the Rewards," *Wall Street Journal*, October 22 2014.
- Tellis, Gerard J. (2014), "A Revolution in Marketing Measurement," DM News.
- Tellis, Gerard J, Rajesh K Chandy and Jaideep Prabhu (2012), "Key Questions on Innovation in the B2B Context," in *Handbook of Business-to-Business Marketing*, edited by Gary L. Lilien and Rajdeep Grewal, Glos, UK: Edward Elgar Publishing, Inc.
- Tellis, Gerard J. and Ashish Sood (2011), "Challenges of Technological Evolution in Contemporary Markets," Performance, Ernst & Young Thought Leadership Magazine, 2011.
- Tellis, Gerard J., Jaideep Prabhu and Rajesh Chandy (2011), "Key Questions on Innovation in the B2B Context," in *Handbook of Business-to-Business Marketing*, edited by Gary Lilien.
- Tellis, Gerard J. and Ashish Sood (2010), "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," Performance, Ernst & Young Thought Leadership Magazine, 2010.
- Tellis, Gerard J. and Ashish Sood (2010), "A New Framework to Help Firms Select among Competing Technologies," Visions, PDMA, Cover Story, Vol. XXXIV NO. 3, 18-23, Oct. 2010.
- Seshadri, Tirunillai and Gerard J. Tellis (2009), "Does Online Word of Mouth Affect Stock Prices," *The EMAC Chronicle*, 6, October, 11.
- Gerard J. Tellis (2009), "Overall Advertising Impact" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009



- Chandrasekaran, Deepa and Gerard J. Tellis (2009), "Global Takeoff" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Chandrasekaran, Deepa and Gerard J. Tellis (2009), "Global Diffusion" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Peter N. Golder and Gerard J. Tellis (2009), "Sales Takeoff," *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Peter N. Golder and Gerard J. Tellis (2009), "Pioneer Advantage," *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009
- Tellis, Gerard J. (2009), "A Lesson for Detroit – Tata Nano," San Francisco Chronicle, March 31.
- Tellis, Gerard J. and Ashish Sood (2009), "Innovation Does Payoff - If You Measure Correctly," Research Technology Management. Arlington: Vol. 52, Iss. 4, 13-16, Jul-Aug 2009.
- Tellis, Gerard J. and Ashish Sood (2008), "The Myth of S-Curves: Technological Evolution and Product Innovation," Inside, Consortium for Graduate Study in Management, 2008.
- Tellis, Gerard J. and Ashish Sood (2008), "The Myth of S-Curves: Technological Evolution and Product Innovation," Strategic Innovators, Indian Institute of Planning & Management, 2008.
- Tellis, Gerard J. and Ashish Sood (2008), "Understanding Technology Evolution - The Fallacy of S-Curves," i-PERFORM Marketing 2.0 Authority, Montgomery Research, Inc., and Accenture, 2008.
- Tellis, Gerard J. and Ashish Sood (2008), "The Myth of S-Curves – Technological Evolution and Product Innovation," Building Trust: Whose Business is it? Effective Executive, IUP Publications, 2008.
- Tellis, Gerard J. and Ashish Sood "Understanding the Seeds of Growth: Technological Evolution and Product Innovation," Annual Thought Leadership book on CRM Transformation, Montgomery Research, Inc., and Accenture, 2007.
- Sood, Ashish and Gerard J. Tellis (2009) "Technological Evolution" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens 2009.
- Sood, Ashish and Gerard J. Tellis (2009) "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," Performance, Ernst & Young *Thought Leadership Magazine*, Inaugural Issue, Jan 2010.
- Sood, Ashish and Gerard J. Tellis (2009) "Do Innovations Really Payoff? Total Stock Market Returns to Innovation," *PDMA Visions – Insights into Innovation*, Oct 2009, Vol XXXIII No. 3.
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- Sood, Ashish and Gerard J. Tellis (2008), "Technological Evolution" *Empirical Generalizations about Marketing Impact*, MSI's Relevant Knowledge series, edited by Dominique Hanssens.
- James, Gareth, Ashish Sood and Gerard J. Tellis (2008), "Marketing Applications of Functional Data Analysis" *Functional and Operatorial Statistics*, Springer Series: Contributions to Statistics, Dabo-Niang, Sophie; Ferraty, Frédéric (Eds.), 2008, XX, 304 p. 33 illus., Hardcover, ISBN: 978-3-7908-2061-4
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- Sood, Ashish and Gerard J. Tellis (2008), "Understanding Technology Evolution - The Fallacy of S-Curves", i-PERFORM Marketing 2.0 Authority, Montgomery Research, Inc., and Accenture.

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- Gerard J. Tellis (2006), "Modeling the Marketing Mix," *Handbook of Marketing Research*, ed Rajiv Grover, Thousand Oaks: Sage Publications, p 506-522.
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**MARKETING SCIENCE INSTITUTE and ISBM WORKING PAPERS**

- Tirunillai, Seshadri and Gerard J. Tellis (2016), "Does Offline Advertising Affect Online Chatter," Analysis of Quasi-Experimental Data Using Synthetic Control," MSI Working Paper, 16-130.
- Sood, Ashish and Gerard J. Tellis (2009), "Decoding Market Disruption: New Schema, Model, and Findings" MSI Reports, 2009
- Sood, Ashish, Gareth James, and Gerard J. Tellis (2008), "The Functional Regression: A New Model and Approach for Predicting the Market Penetration of New Products," Marketing Science Working Paper, 08-200
- Sood, Ashish and Gerard J. Tellis (2008), "Do Innovations Really Payoff? Total Stock Market Returns to Innovation" MSI Working Paper, Cambridge, MA: Marketing Science Institute, 2008
- Chandrasekaran, Deepa and Gerard J. Tellis (2007), "The Global Takeoff of New Products: Culture's Consequences or Wealth of Nations," Marketing Science Institute Working Paper, No. 07-121.
- Sood, Ashish and Gerard J. Tellis (2004), "The S-Curve of Technological Innovation: Strategic Law or Self-Fulfilling Prophecy?" Marketing Science Institute Working Paper, no 04-116.
- Golder, Peter N and Gerard J. Tellis (2004), "Going, Going, Gone: Cascades, Diffusion, and Turning Points of the Product Life Cycle," *Marketing Science*.
- Tellis, Gerard J., Stefan Stremersch and Eden Yin (2003), "The International Takeoff of New Products: Economics, Culture and Country Innovativeness," Working Paper, 02-121, Cambridge, MA: Marketing Science Institute.
- Rajesh Chandy, Gerard J. Tellis, Debbie MacInnis and Pattana Thaivanich (2001), "What to Say When: Advertising Appeals in Evolving Markets," Working Paper 01-103, Cambridge, MA: Marketing Science Institute.
- Rajesh Chandy and Gerard J. Tellis (2000), "Leader's Curse: Incumbency, Size and Radical Innovation," Marketing Science Institute Report No. 00-100, Cambridge, MA: Marketing Science Institute.
- Gerard J. Tellis and Rajesh Chandy (1999), "Decomposing the Effects of Direct Advertising: Which Ad Works, When, Where and How Often," MSI Working Paper, 99-118.
- Rajesh Chandy and Gerard J. Tellis (1998), "Organizing for Radical Product Innovation," MSI Working Paper, No. 98-102.
- Rajesh Chandy and Gerard J. Tellis (1997), "Organizing for Radical Product Innovation," ISBM Working Paper No. 10-1997
- Golder, Peter N. and Gerard J. Tellis (1997), "Will It Ever Fly? Modeling the Growth of New Consumer Durables," MSI Working 97-127.
- Golder, Peter and Gerard J. Tellis (1992), "Do Pioneers Really Have Long Term Advantage? A Historical Analysis," MSI Working Paper No. 92-124. *Won MSI's best paper award for 1993.*
- Tellis, Gerard J. (1988), "The Price Sensitivity of Competitive Demand: A Meta-Analysis of Sales Response Models," MSI Working Paper No. 88-105.
- Tellis, Gerard J. (1987), "Advertising Exposure, Loyalty and Brand Purchase: A Two Stage Model of Choice," MSI Working Paper No. 87-105.
- Tellis, Gerard J. (1986), "Beyond the Many Faces of Price: An Integration of Pricing Strategies," journal article reprint circulated by the institute.

**INVITED SEMINARS AT ACADEMIC INSTITUTIONS**

Imperial College London, UK, 2021  
Cornell University, Ithaca, NY, 2021  
USC Marshall Faculty Seminar, 2018  
USC Marshall, Executive Education Advisory Board, 2018  
University of Texas, Austin, 2018  
University of Innsbruck, Austria, 2017  
University of Budapest, 2017  
Rice University, Houston, TX 2016  
University of Kansas, 2016  
Wilfrid Laurier University, Waterloo, Ontario, Canada, 2016  
Free University of Amsterdam, 2016  
University of Darmstadt, Germany, 2016  
University of Nuremburg, Germany, 2016  
USC Marshall School of Business, Research Fair, 2016  
University of Texas, Austin, 2015  
Santa Clara University, 2015  
Hungarian Academy of Sciences, 2015  
University of Delft, Netherlands, 2015  
Rotterdam School of Management, Erasmus University, Netherlands, 2015  
Vienna University, 2015  
University of Colorado, Denver, 2015  
Case Western University, 2015  
Santa Clara University, 2015  
Singapore Management University 2015  
AIMIT, Mangalore, India 2015  
Whistling Woods Cinema and Creative Arts School, Mumbai, India, 2015  
University of Augsburg, 2014  
University of Houston, 2014  
Temple University, 2014  
Northwestern University 2013  
Duke University 2013  
Caltech 2013  
University of Minnesota, 2013  
University of Dallas 2013  
HEC, Pairs, 2013  
Fudan University, 2013  
Loyola Marymount University, 2013  
University of Washington, 2012  
London Business School, 2012  
Texas A&M, 2012  
Shanghai University 2012  
University of Zurich, 2012  
University of Miami, 2012  
University of Missouri, 2012  
Harvard University, 2011  
Peking University, 2011  
University of Munich, 2011  
University of Innsbruck, 2011  
Erasmus University, 2011  
Georgia Tech University, 2011  
Fudan University, Shanghai 2010  
Yale University, New Haven, CT 2010

Koc University, Istanbul, Turkey, May 2009  
Sabanci University, Istanbul, Turkey, May 2009.  
USC Stevens Institute, December 2008.  
Wharton's Mack Center for Technological Innovation, November 2008.  
Tanaka Business School, Imperial College, London, UK, May 2008.  
Colloquium on Science and Art of Innovation, UC Irvine, February, 2008.  
5<sup>th</sup> Annual Conference on Innovation, University of Utah, Eccles School of Business, February 2008.  
Lally School of Management & Technology, Rensselaer Polytechnic Institute, Spring Research Camp on Innovation, Feb 2008.  
5<sup>th</sup> Marketing in Israel Conference, Tel Aviv, January 2008.  
Winter Research Camp, Katz School of Business, University of Pittsburg, 2007  
Center for Technology, University of California, Santa Barbara, 2006.  
Summer Research Camp, Passau University, Germany, 2006.  
Hightower Distinguished Lecturer in Marketing, Emory University, 2006.  
Board of Leaders, Marshall School of Business, 2006  
MIT Data Center, Marketing Engineering, Cambridge, MA, 2005.  
USC 125th Anniversary Celebration, October 2005.  
Corporate Advisory Board, Marshall School of Business, October 2005.  
Lisle & Roslyn Payne Research Symposium, Eller College of Management, University of Arizona, November 2005.  
Copenhagen Business School, Copenhagen, Denmark, 2005.  
University of Frankfurt, Summer 2005.  
Århus Business School, Århus, Denmark, September 2005.  
Mendoza College of Business, Notre Dame, Spring 2005.  
Greif Entrepreneurship Center Research Symposium, Spring 2005.  
School of Business, Columbia University, Spring 2005.  
UCLA-UCI-USC Spring Colloquium, 2005  
Conference on Innovation, University of Utah, February 2005  
Spring Research Camp, University of Maryland, Spring 2004  
Keynote Speaker, Houston Doctoral Consortium, University of Houston, April 2004.  
Conference on Strategy, Free University of Amsterdam, Amsterdam, March 2004.  
Conference on Innovation, Wharton School, University of Pennsylvania Fall 2003.  
AMA Cool Tools for Strategy Research, August 2003.  
Conference on Innovation, University of Utah, February 2004  
Ohio State University, Fall 2003  
University of Florida, September 2003.  
University of Michigan, April 2003  
University of Miami, Miami, Fl.  
University of Washington, Seattle, WY.  
Spring Research Camp, University of Texas, Austin, TX.  
Spring research Camp, University of Iowa, Iowa City, IA.  
London Business School  
Tilburg University  
Graduate School of Business, University of Houston, Houston Texas.  
Graduate School of Management, University of California, Irvine.  
Haas School of Business, University of California, Berkeley.  
Tuck School of Business, Dartmouth University.  
Smeal College of Business, Pennsylvania State University.  
Graduate School of Business, University of Washington, Seattle.  
INSEAD, Fontainebleau, France.  
Anderson School of Business, University of California, Los Angeles.  
University of California, Irvine.

Cornell University, Ithaca, New York.  
Harvard Business School, Cambridge.  
University of Michigan, Ann Arbor.  
Virginia Polytechnic and State University, Blacksburg.  
University of Southern California, Los Angeles.  
University of Toronto, Toronto.  
Southern Methodist University, Dallas, Texas.  
University of Rochester.  
University of Texas, Austin.  
University of Virginia.

## **PRESENTATIONS AT INTERNATIONAL CONFERENCES**

Presenter, Product Development and Management Association, Research Forum, 2020 (virtual), "Research Questions in Innovation,"

Marketing Science Conference 2020 (Duke University, virtual), "Price of Delay in Lockdown Decisions by US Governors," Presenter.

Marketing Strategy Doctoral Consortium 2020 (UT Austin, virtual), "Trillion Dollar Questions in Innovation," Presenter.

AMA Winter Educator's Conference, San Diego, 2020, "Trillion Dollar Questions in Innovation." Presenter.

AMA Winter Educator's Conference, San Diego, 2020, "Important Research Question in Social Media." Presenter.

AMA Winter Educator's Conference, San Diego, 2020, "Innovation Myths & Reality," Presenter.

Vice Dean's Faculty Seminar, USC Marshall, Los Angeles, CA, "How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America", Presenter. (December 13, 2018).

Exec Ed Advisory Board Meeting, USC Marshall, Los Angeles, CA, "How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America", Presenter. (December 5, 2018).

USC Marshall Board of Leaders' Meeting, USC Marshall School of Business, Los Angeles, CA, "How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America", Presenter. (November 9, 2018).

Long Beach Rotary Club Monthly Meeting, Long Beach Rotary club, Long Beach, CA, "Creating a Culture for Unrelenting Innovation", Presenter. (October 3, 2018).

UT Austin Marketing Seminar, University of Texas Marketing Department, Austin, TX, "Innovation Myths and Reality", Presenter. (September 17, 2018).

AMA Summer Educators' Conference, American Marketing Association, San Francisco, "Role of Owners and Leaders in Fostering Innovation and Creating Wealth", Presenter. (August 15, 2018).

AMA Doctoral Consortium, American Marketing Association, Leeds, UK, "Innovation Myths and Reality", Presenter. (June 27, 2018).

AMA Doctoral Consortium, American Marketing Association, Iowa City, IA, "Interesting and Impactful Research", Presenter. (June 15, 2018).

- Marketing Science Doctoral Consortium, Informs Society for Marketing Science, Philadelphia, PA, "Social Media Revolution: Insights and Implications", Presenter. (June 13, 2018).
- 2018 EMAC Conference, European Marketing Association, Glasgow, Scotland, "Drivers of Virality", Presenter. (May 31, 2018).
- AMA Global Conference, American Marketing Association Global SIG, Santorini, Greece, "How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America", Presenter. (May 22, 2018).
- Theory and Practice of Marketing Strategy, TPM, UCLA, Los Angeles, CA, "Drivers of Virality", Presenter. (May 17, 2018).
- AMA Winter's Educators' Conference, American Marketing Association, New Orleans, MS, "Innovation Myths and Reality", Presenter. (February 24, 2018).
- MSI Analytics, Marketing Science Institute, San Francisco, CA, "Advertising Effectiveness", Discussant. (February 21, 2018).
- Renaissance Weekend 2018, Renaissance Association, Santa Monica, CA, "Cursed by your Own Success", Presenter. (February 16, 2018).
- Renaissance Weekend 2018, Renaissance Association, Santa Monica, CA, "Exploiting Social Media", Panelist. (February 16, 2018).
- Renaissance Weekend 2018, Renaissance Association, Santa Monica, CA, "Using Social Media for Success", Panelist. (February 16, 2018).
- 3rd Innovation Coast Conference, USC Marshall Center for Global Innovation, Culver City, CA, "Creating a Culture for Unrelenting Innovation", Presenter. (January 17, 2018).
- PDMA Doctoral Consortium, Product Innovation and Management Association, Durham, New Hampshire, "Creating Impactful Research", Session Chair. (July 8, 2017).
- PDMA Doctoral Consortium, Product Development and Management Association, Durham, New Hampshire, "Innovation Myths and Reality", Presenter. (June 19, 2017).
- Open and User Innovation Conference, Open and User Innovation Association, Innsbruck, Austria, "Innovation Myths and Reality", Presenter. (June 12, 2017).
- Marketing Science Conference, Informs Society for Marketing Science, Los Angeles, CA, "Overview of 2017 Marketing Science Conference", Session Chair. (June 8, 2017).
- Marketing Science Doctoral, Informs Society for Marketing Science, Los Angeles, CA, "The Strategy and Profitability of Preannouncements and versus Launch Announcements", Presenter. (June 8, 2017).
- Marketing Science Doctoral Consortium, Informs Society for Marketing Science, Los Angeles, CA, "The Social Media Revolution", Presenter. (June 7, 2017).
- AMA Global Conference, American Marketing Association Global SIG, Cuba, "Patterns and Effects of Global Innovation", Presenter. (April 8, 2017).

- AMA Global Conference, American Marketing Association Global SIG, Cuba, "Role of Owners and Leaders in Fostering Innovation and Creating Wealth", Presenter. (April 7, 2017).
- AMA Global Doctoral Consortium, American Marketing Association Global SIG, Cuba, "Interesting and Impactful Research", Presenter. (April 6, 2017).
- Presenter, AMA-Sheth Doctoral Consortium. AMA Summer Educator's Conference, American Marketing Association, Atlanta, GA, "Interesting & Impactful Research in Marketing: On Phenomena, Theory, & Writing", Presenter. (August 2016).
- AMA-Sheth Doctoral Consortium, American Marketing Association, Notre Dame University, South Bend, IL, "Radical Innovation: Patterns, Pitfalls, Payoff", Presenter. (June 2016).
- Marketing Science Conference, INFORMS Society for Marketing Science, Shanghai, China, "Exploiting Power of Social Media", Presenter. (June 2016).
- Marketing Science Doctoral Consortium, INFORMS Society for Marketing Science, Shanghai, China, "Social Media Revolution", Presenter. (June 2016).
- EMAC 2016, Oslo, Norway, "Dynamics of Performance in Crowdsourcing Contests: Time, Touch, or Talent?", Presenter. (May 2016).
- EMAC 2016, European Marketing Academy, Oslo, Norway, "Halo (Spillover) Effects in Social Media: Do Recalls of One Brand Hurt or Help Rivals?", Presenter. (May 2016).
- Private Equity Finance, Caltech/USC, Caltech Pasadena, CA, "Radical Innovation: Patterns, Pitfalls, Payoff", Presenter. (March 2016).
- American Marketing Association, Las Vegas, NV, "Halo (Spillover) Effects in Social Media: Do Recalls of One Brand Hurt or Help Rivals?", Presenter. (February 2016).
- AMA Sheth Doctoral Consortium, London Business School, July 2015,
- European Marketing Academy Conference, Leuven, Belgium, May 2015.
- Marketing Science Doctoral Consortium, Baltimore, MD, June 2015,
- Marketing Science Conference, Baltimore, MD, June 2015
- AMA Summer Conference, Chicago, IL, August 2015
- AMA Winter Conference, San Antonio, February 2015
- GIIKA-Asia Pacific Conference, GIIKA, Taichung, Taiwan, "Creating a Culture of Unrelenting Innovation", Presenter. (December 2014).
- American Marketing Association, Educator's Conference, American Marketing Association, San Francisco, "Emerging Topics of Research in Advertising", Award Recipient at AMA MarCom/SIG. (August 2014).
- AMA/Sheth Doctoral Consortium, American Marketing Association, Northwestern University, Chicago, "Crafting Impactful & Interesting Research", Presenter. (July 2014).
- PDMA Doctoral Consortium, PDMA, UIC, Chicago, IL, "Crafting Impactful & Interesting Research", Presenter. (July 2014).
- PDMA Doctoral Consortium, PDMA, UIC, Chicago, IL, "This I Believe About Innovation", Presenter. (July 2014).
- Marketing Science Doctoral Consortium, INFORMS Society of Marketing Science, Emory University, Atlanta, GA, "Interesting Research in Innovation", Presenter. (June 2014).
- EMAC, European Marketing Academy, Valencia, Spain, "Does Offline Advertising Affect Online Chatter: Synthetic Control Analysis of a Quasi Experiment", Presenter. (May 2014).
- EMAC 2014, European Marketing Academy, Valencia, Spain, "Perverse Halo Effects in Social Media", Presenter. (May 2014).
- American Marketing Association, Educator's Conference, American Marketing Association, Boston, MA, "Crowdsourcing Ideas for Innovations", Presenter. (August 2013).
- Marketing Science Conference, INFORMS Society of Marketing Science, Istanbul, Turkey, "Technological Leapfrogging: When, How, and Why Emerging Markets Catch-up and Pass Developed Markets in the Adoption of New Products", Presenter. (July 2013).



- Academic Symposium on Asian Markets and Asian Consumers, Institute on Asian Consumer Insight, NTU, Singapore, "Technological Leapfrogging: When, How, and Why Emerging Markets Catch-up and Pass Developed Markets in the Adoption of New Products", Presenter. (December 2013).
- AMA/Sheth Doctoral Consortium, University of Michigan, Ann Arbor, Ann Arbor, MI, "Research on Innovation: Findings, Lessons, and Challenges", Presenter. (June 2013).
- Conference on Innovation, Cambridge University, Cambridge, Cambridge, UK, "Crowdsourcing Ideas for Innovations", Presenter. (June 2013).
- American Marketing Association, Winter's Educator Conference, American Marketing Association, Las Vegas NV, "Technological Leapfrogging: When, How, and Why Emerging Markets Catch-up and Pass Developed Markets in the Adoption of New Products", Presenter. (February 2013).
- "Performance of Clusters in Emerging Markets versus Developed Markets," Moscow School of Management, Skolkovo, Russia, 2012
- "Make Versus Buy: Market Returns to Making Versus Buying Innovations," Theory and Practice of Marketing Conference, Harvard University, 2012.
- "Developing Interesting and Impactful Research" AMA/Sheth Doctoral Consortium, University of Washington, Seattle, 2012
- "Technological Leapfrogging: When, How, and Why Emerging Markets Catch-up and Pass Developed Markets in the Adoption of New Products," Marketing Science Emerging Markets Conference, Wharton School of Business, Penn, 2012.
- "How When and Why Advertising Works," Keynote Address (via video), Annual Conference, Ferrero Rocher, Prague, Yugoslavia.
- "Does Chatter Really Matter: The Impact and Meaning of Online Chatter on Financial Performance," Research Seminar, Washington University, 2012.
- "Reflections on Research on the Impact of Marketing on Stock Prices," Marketing Science Conference, Boston, June, 2012
- "Technological Leapfrogging: When, How, and Why Emerging Markets Catch-up and Pass Developed Markets in the Adoption of New Products," Yale Conference on Emerging Markets, Yale University, 2012.
- "The Role of Innovation and Market Pioneering on Business Performance," Converse Symposium, University of Illinois, Champaign, 2012
- "Creating a Culture of Unrelenting Innovation," Plenary address, Conference on New Media, CTM Institute, USC, Los Angeles., 2012
- "Does Chatter Really Matter: The Impact of Online Chatter on Financial Performance," Research Seminar, Texas A&M University, 2012.
- "The Innovation Imperative," Keynote address to Institute for the Study of Business Markets, Winter 2012 Meeting.
- "Does Chatter Really Matter: The Impact of Online Chatter on Stock Prices," Research Seminar, London Business School, 2012.
- "Technological Leapfrogging in Global Diffusion of New Products," AMA Global SIG Winter Conference, Cancun, 2012
- "Does Chatter Really Matter: The Impact of Online Chatter on Financial Performance," Research Seminar, University of Missouri, 2012.
- "Creating a Culture of Unrelenting Innovation," Keynote address to annual convention of Global Resources Professional, Dallas, 2012.
- "Does Chatter Really Matter: The Meaning and Impact of Online Chatter," Research Seminar, University of Missouri, 2012.
- "Is All that Twitters Gold? Market Value of Social Media," Presentation at European Academy of Marketing, Conference, Portugal, 2012.
- "Does Chatter Really Matter: The Meaning and Impact of Online Chatter," Research Seminar, University of Miami, 2012.
- "Creating a Culture of Unrelenting Innovation," Address to annual meeting of the board, USC Marshall Center for Global Innovation, Los Angeles, 2012.
- Keynote address at the Brand Research Laboratory, Innsbruck, Austria, titled, "The Impact of Online Chatter on Brand Value," 2011

- Keynote address at the Conference on Capitalizing Customer Insights, Beijing, China, titled, "The transformative Power of New Media," 2011
- Keynote address at Marketing Scholar's Forum, Peking University, Beijing, China, titled, "The Impact of Online Chatter on Stock Prices," 2011
- Keynote address at the University-Industry Demonstration Partnership (UIDP) annual meeting, La Jolla, CA, titled, "Developing a Culture of Relentless Innovation," 2011
- Keynote address at the University Consortium for Executive Education annual meeting, Los Angeles, CA, titled, "Developing a Culture of Relentless Innovation," 2011
- Research Seminar presented at Harvard University, Cambridge, MA, titled, "Demystifying Disruptive Innovation," 2011
- Research Seminar presented at the Ludwig-Maximilian-University (LMU) Munich, Germany, titled, "The Impact of Online Chatter on Stock Prices," 2011
- Research Seminar presented at Erasmus University, Rotterdam, Netherlands, titled, "How Well Does Advertising Work," 2011
- Research Seminar Presented at Fudan University, Shanghai, China, titled, "Important Problems and Research in Innovation," 2011
- Research Seminar Presented at Fudan University, Shanghai, Shanghai, titled, "Optimal Customized Temporal Discounts," 2011
- Competitive paper presented at the European Academy of Marketing Conference in Ljubljana, Slovenia, titled, "Extracting Dimensions of Quality from Online Chatter," 2011
- Competitive paper presented at Yale University's China-India Conference, New Delhi, India, "Drivers of Success of Market Entry into China and India," 2011
- Competitive paper presented at Marketing Dynamics Conference, Jaipur, India, titled, "The Impact of Advertising on Online Chatter," 2011
- Competitive paper presented at Global Marketing Conference, Cancun, Mexico, titled, "Innovation Productivity of Global IT Clusters," 2011
- Research Seminar Presented at Georgia Tech University, titled, "The Importance and Meaningfulness of Online Chatter," 2011
- Competitive Paper Presented, American Marketing Association Winter Educator's Conference, Austin, Texas, "Does Chatter Really Matter: The Impact of Chatter on Stock Prices," 2011
- Competitive Paper Presented at the Practice Prize Conference, Washington DC, titled, "The Impact of Advertising on Online Chatter," 2011
- Competitive Paper Presented at the Conference on Marketing Meets Wall Street, Boston, MA, titled, "Impact of Online Chatter on Stock Prices," 2011
- Competitive paper presented at the Marketing Science Conference, Houston TX, titled, "Is All That Twitters Gold? The Impact of Tweets on Stock Prices," 2011
- Competitive address at the Marketing Science Conference, Houston TX, titled, "Reflections on Research on the Marketing Finance Interface," 2011
- Address at the India Trade Conference, Irwindale, CA, 2011
- Webcast for the American Marketing Association, titled, "Advertising Effectiveness," 2011
- Competitive paper presented at the Marketing Science Conference, Houston TX, titled, "The Impact of Advertising on Stock Prices," 2011
- Competitive Paper Presented at the Asia Pacific Business Outlook, Los Angeles, CA, titled, "Drivers of Success of Market Entry into China and India," 2011
- Address at the Product Development and Management Association, Doctoral Consortium, Chicago, Ill, titled, "Impactful Research," 2011.
- "Does Chatter Matter? Impact of Online Chatter on Stock Prices," AMA Winter Educator's Conference, New Orleans, 2010
- "To Make or Not to Make: Payoff to Make versus Buy Innovations," AMA Winter Educator's Conference, New Orleans, 2010.
- "Demystifying Disruption: A New Model to Understand and Predict Technological Disruption," China Marketing Doctoral Consortium, Fudan University, 2010.
- "Silicon Envy: Dynamics of Global IT Clusters," Marketing Dynamics Conference, Istanbul, Turkey.

- “Developing Interesting and Impactful Research,” American Marketing Association Educators Conference 2010.
- “Patterns of Global R&D Location,” Yale University China-India Conference, Beijing, China 2010.
- “Demystifying Disruption: A New Model to Understand and Predict Technological Disruption,” Yale University Conference on Consumer Insights, 2010.
- “An Analysis of Global IT Clusters,” PDMA Research Forum, Anaheim CA, November 2009.
- “Does Chatter Really Matter? Market Returns to User Generated Content,” Conference on UGC, Wharton School, Philadelphia, PA, December 2009.
- “Problems and Opportunities in Pricing Research,” Behavioral Pricing Conference, Orlando, FL, November 2009.
- “Innovation of Firms Across Nations: A Culture of Relentless Innovation,” 2nd Latin American Retail Congress, San Paulo, October 2009.
- “Alternate Routes of Corporate Entrepreneurship, Buyouts vs Spinoffs,” Marketing Dynamics Conference, New York, NY, September 2009.
- “Make vs Buy: Market Returns to Making vs Buying Innovations,” West-Coast Research Symposium, University of Washington, Seattle, Sep. 2009.
- “How to Do Impactful Research,” AMA Summer Educator’s Conference, Chicago, August 2009.
- “Drivers of Success for Market Entry into India and China,” India Trade Conference, Irwindale, CA, June 2009.
- “Important Research Questions in Innovation,” AMA Sheth Doctoral Consortium, Georgia State University, GA, June 2009.
- “Drivers and Dimensions of Product Coolness,” Marketing Science Conference, Ann Arbor, MI, June 2009.
- “Patterns in International Location of R&D,” European Marketing Academy Conference, Nantes, France, May 2009
- “Important Research Questions in Innovation,” US-EU Conference in Innovation, Nuremberg, Germany, May 2009.
- “Drivers of Success for Market Entry into India and China,” Conference in India, Judge Business School, Cambridge University, UK, May 2009.
- “Advertising in a Recession,” Advertising Research Foundation Annual Meeting, New York, NY, April 2009.
- “Patterns in International Location of R&D,” AMA Winter Educator’s Conference, Tampa, FL, Feb 2009
- “Generalizations on Advertising Effectiveness,” Wharton Conference on Generalizations in Advertising, Dec. 2008.
- “Spinoffs versus Buyouts in Corporate Entrepreneurship,” West-Coast Research Symposium, Stanford, Sep. 2008.
- “Functional Regression: A New Model for Predicting the Market Penetration of Innovations,” (with Sood and James), Marketing Science Conference, Vancouver, 2008.
- “Catch-up, Leapfrogging, and Globalization: Dynamics of New Product Diffusion Across Nations,” (with Deepa Chandrasekaran), Marketing Science Conference, Vancouver, 2008.
- “Drivers of Success for Market Entry into India and China,” Conference on Competition, Mainz, Germany, 2008.
- “Patterns and Problems in Global Competition,” Conference on Competition, Mainz, Germany, 2008.
- “Drivers of Success for Market Entry into China and India,” (with Joseph Johnson), Conference on Competition, Mainz, Germany, 2008.
- “Total Returns to Innovation,” (with Ashish Sood), 37<sup>th</sup> EMAC Conference, Brighton, UK, May 2008.
- “Important Research Questions in Innovation,” Conference on Innovation at Renssaeler Institute of Technology, May 2008.
- “Total Market Returns to Innovations,” (with Ashish Sood), 5<sup>th</sup> University of Utah Conference on Innovation, Eccles School of Business, Feb 2008.
- “The Incumbents Curse,” (with Rajesh Chandy), PDMA Conference, Bangalore, India, December 2007.
- “Innovation of Firms Across Nations,” (with Jaideep Prabhu and Rajesh Chandy), USC Global Conference, Tokyo, November 2007.
- “Decoding Disruption,” (with Ashish Sood), West Coast Symposium, Seattle, September 2007.
- “Getting a Grip on the Saddle of New Product Growth,” (with Deepa Chandrasekaran), American Marketing Association, August 2007.
- “Decoding Disruption,” with Ashish Sood, Marketing Science Conference, June, 2007.
- “What Causes a Trough in New Product Sales: Cycles, Chasms, or Cascades?” (with Deepa Chandrasekaran, Marketing Science Institute-USC Conference on Accelerating Diffusion of New Products, Singapore, June 2007.
- “Decoding Disruption,” (with Ashish Sood), European Marketing Academy Conference, Iceland, May 2007
- “Explaining the Trough in New Product Sales,” (with Deepa Chandrasekaran), Conference in Accelerating the Diffusion of New Products, Los Angeles, Ca, March 2007.

- “Catch-up and Slowdown: Generalizations on Global Penetration of New Products,” (with Deepa Chandrasekaran) Bass Conference, Dallas, TX, February 2007.
- “Reflections on 25 Years of Research & Publishing,” AMA-Sheth Doctoral Consortium, Phoenix, May 2007.
- “Decoding Disruption” (with Ashish Sood), AMA Winter Educators’ Conference, February, San Diego, CA 2007.
- “Decoding Disruption” (with Ashish Sood), University of Utah, Winter Conference on Innovation, 2007.
- “An Alternate Paradigm of Research,” PDMA Conference, Atlanta, 2006.
- “Quality Versus Network Effects in the Success of New Products,” (with Rakesh Niraj and Eden Yin), PDMA Conference, Atlanta, 2006.
- “Modeling Indirect Network Effects in New Product Growth,” (with Stefan Stremersch and Philip Hans Franses), PDMA Conference, Atlanta, 2006.
- “Total Stock Market Returns to Innovation,” (with Ashish Sood), PDMA Conference, Atlanta, 2006.
- “Getting a Grip on the Saddle: Cascades, Chasms, or Cycles” (with Deepa Chandrasekaran), Marketing Time Series Conference, UCLA, 2006
- “The Value of Quality: Stock Market Returns to Quality Reviews,” (with Joseph Johnson), Marketing Time Series Conference, UCLA, 2006.
- “Getting a Grip on the Saddle: Cascades, Chasms, or Cycles” (with Deepa Chandrasekaran), Marketing Science Conference, Pittsburg, 2006
- “Total Stock Market Rewards to Innovations,” (with Ashish Sood), Marketing Science Conference, Pittsburg, 2006.
- “International Takeoff of New Products,” European Marketing Association Conference, Athens, 2006.
- “Innovation of Firms Across Nations,” European Marketing Association Conference, Athens, 2006.
- “Total Stock Market Rewards to Innovations,” (with Ashish Sood), AMA Winter Conference, St. Petersburg, Florida 2006.
- “Total Stock Market Rewards to Innovations,” (with Ashish Sood), Conference on Innovation, IIT Madras, India, 2005.
- “Global Takeoff of New Products,” (with Deepa Chandrasekaran), Conference on Innovation, IIT Madras, India, 2005
- “Global Takeoff of New Products,” (with Deepa Chandrasekaran), PDMA Conference, San Diego, 2005
- “The Innovation of Nations,” with Jaideep Prabhu and Rajesh Chandy, Marketing Science Conference, Atlanta, 2005.
- “Conquest of Emerging Markets: China versus India,” (with Joseph Johnson), Marketing Science Conference, Atlanta, 2005
- “Global Takeoff of New Products,” (with Deepa Chandrasekaran), Marketing Science Conference, Atlanta, 2005
- “Global Consumer Innovativeness,” (with Rajesh Chandy & Jaideep Prabhu), EMAC Conference, Milan, Italy 2005.
- “Modeling Total Effects of Advertising Response,” (with Chandy, MacInnis, & Thaivanich), EMAC Conference, Milan, Italy 2005.
- “The Innovation of Nations,” with Jaideep Prabhu and Rajesh Chandy, International Conference on Innovation, Bangalore, India, 2004.
- “Global Consumer Innovativeness,” (with Yin and Bell) Conference on Emerging Marketing, Indian Institute of Management, Kozhikode, 2004.
- “The Global Penetration of New Products,” with Deepa Chandrasekaran, International Conference on Innovation, Bangalore, India, 2004.
- “Global Consumer Innovativeness,” (with Yin and Bell) Marketing Science Institute and *Journal of Marketing Research* Joint Conference on Applied Research, Yale University, 2004.
- “The Optimal Data Interval for Econometric Models of Advertising Response,” (with Philip Hans Franses), Conference on Time Series Models in Marketing, Dartmouth University.
- “Global Consumer Innovativeness,” (with Yin and Bell) Association for Consumer Research, Portland, Oregon, 2004.
- “Global Consumer Innovativeness,” (with Yin and Bell) Marketing Science Conference, Rotterdam 2004.
- “The Tradeoff Between Advertising and Price Promotions,” (with Raj Sethuraman), AMA Summer Educators’ Conference, Boston, 2004.
- “Technological Evolution and Radical Innovation:” (with Sood, Ashish), Workshop on Innovation, AMA Summer Educators’ Conference, Boston, 2004.

- “Optimal Customized Temporal Discounts,” (with Johnson and Yip), Marketing Science Conference, Rotterdam 2004.
- “Are Consumers Rational: Analysis of Internet Shopping Behavior” (with Martin Spann), American Marketing Association, Winter Conference, Scottsdale, Az, 2004.
- “Historical Research in Marketing Strategy: Method, Myths, and Promise,” (with Chandy, Rajesh, Peter Golder), in *Cool Tools for Marketing Strategy*, AMA Summer Educator’s Conference, 2003.
- “Network Effects, Path Dependence or Quality: What Drives the Success of New High-Tech Products?” (with Eden Yiding), Marketing Science Conference, Maryland, 2003.
- “Application of Takeoff Analysis to Whirlpool’s Introduction of the Personal Valet,” (with Peter Golder), Marketing Science Conference, Maryland, 2003.
- “Are Consumers Rational: Analysis of Internet Shopping Behavior” (with Martin Spann), Marketing Science Conference, Maryland, 2003.
- “Stock Market Returns to Innovation Versus Quality,” (with Joseph Johnson), Marketing Science Conference, Maryland, 2003.
- “Managing Growth of New Product in International Markets” (with Stefan Stremersch), MSI Global Conference, Noordwijk, Netherlands, 2003
- “The International Takeoff of New Consumer Durables,” (with Stefan Stremersch and Yiding Yin), INFORMS Europe Conference, Summer, 2003.
- “The International Takeoff of New Consumer Durables,” (with Stefan Stremersch and Yiding Yin), PDMA and EIASM International Conference, Brussels, 2003.
- “Evolution of Technological Life Cycles:” (with Sood, Ashish), AMA Winter Educator’s Conference, Orland, 2003.
- “The International Takeoff of New consumer Durables,” (with Stefan Stremersch and Yiding Yin), 2002 Winter Research Conference, Hyderabad, India.
- “Gambling on Growth: Consumer’s Choice of Risky Assets Under Uncertainty,” Marketing Science Conference, Edmonton.
- “Modeling When, Why, and How Advertising Works,” Marketing Science Conference, Edmonton.
- “The International Takeoff of New consumer Durables,” (with Stefan Stremersch and Yiding Yin), Marketing Science Conference, Edmonton.
- “Optimizing Customized Coupons,” (with Eddie Ip and Joseph Johnson), INFORMS Conference in Miami, November 2001.
- “What to Say When: Advertising Appeals in Evolving Markets,” (with Rajesh Chandy, Pattana Thaivanich and Deborah MacInnis) Marketing Science Conference, Wiesbaden, Germany, Summer 2001.
- “New Hardware Looking for Software: A Multivariate Switching Model for Estimating Indirect Network Effects,” (with Stefan Stremersch) Marketing Science Conference, Wiesbaden, Germany, Summer 2001.
- “A Multivariate Switching Model for Estimating Indirect Network Effects,” (with Stefan Stremersch), INFORMS Conference, Maui, Summer 2001.
- “Winners, Losers and Hype: A Study of Consumer Purchase of Stocks Under Uncertainty,” with Joseph Johnson, Marketing Science Conference, UCLA, 2000.
- “Quality versus Network Externalities in the Takeoff of High-Tech Innovations,” with Eden Yin, Marketing Science Conference, UCLA, 2000.
- “The Leader’s Curse?” with Rajesh Chandy, Conference on Competition, Mainz, Germany, 1999.
- “Decomposing the Effects of Direct Advertising: Which Ad Works, When, Where and How Long?”, Marketing Science Conference, Syracuse, 1999.
- “The Leader’s Curse?” (with Rajesh Chandy), Marketing Science Conference, Fontainebleau, France 1998.
- “Decomposing the Effects of Direct Advertising,” (with Rajesh Chandy and Pattana Thaivanich), AMA Winter Educators’ Conference, Austin 1998.
- “Radical Product Innovation in High Technology Markets,” with Rajesh Chandy, Marketing Science Conference, Berkeley, 1997.
- “Problems in Market Pioneering,” with Peter Golder, INFORMS National Meeting, Atlanta, 1996.
- “Internal Markets and Radical Product Innovation: Review and Experiment,” (with Rajesh Chandy), Marketing Science Conference, Gainesville, Florida 1996.
- “Modeling the Slowdown of New Consumer Durables,” (with Peter Golder), Marketing Science Conference, Gainesville, Florida 1996.

- “Predicting the Take-Off of New Consumer Durables,” with Peter Golder, Product Development and Management Association, Fall Conference, Minnesota, 1995.
- “Predicting the Take-Off of New Consumer Durables,” with Peter Golder, Marketing Science Conference, Sydney, 1995.
- “Touching, Feeling and Flirting: The Effects of Culture on Price and Price Behavior” (with David Ackerman), Marketing Science Conference, Tucson, March 1994.
- “First to Enter, First to Market? The Real Causes of Enduring Market Leadership,” (with Peter Golder), TIMS/ORSA National Meeting, November 1993, Phoenix.
- “To Tell or Not to Tell What Is on Promotion,” (with Raj Sethuraman) Marketing Science Conference, St. Louis, 1993.
- “Do Consumers Ever Learn? Findings from An Experimental Market,” (with Jaideep Prabhu) Marketing Science Conference, St. Louis, 1993.
- “The Rewards to Market Entry: Pioneers Versus Early Leaders,” (with Peter Golder) TIMS/ORSA Joint National Meeting, San Francisco, 1992.
- “Pioneering Advantage: Marketing Fact or Marketing Legend?” (with Peter Golder) Marketing Science Conference, London 1992.
- “A Model to Determine the Optimal Depth and Timing of Retail Promotions,” (with Fred Zufryden) Marketing Science Conference, London, 1992.
- “Is Reference Price A Fair Price or An Expected Price?” (with K. N. Rajendran) Marketing Science Conference, Wilmington, Delaware, March 1991.
- “Modeling Brand Equity with Scanner Data,” (with S. Hariharan) TIMS/ORSA Joint National Meeting, Philadelphia, October, 1990.
- “A Dirichlet Model of Brand Equity,” (with S. Hariharan) AMA Winter Educators' Conference, Phoenix, Arizona, February, 1990.
- “An Analysis of the Components of Reference Price,” (with K. Rajendran) Marketing Science Conference, Champaign, Illinois, March 1990.
- “Do Promotions Increase, Decrease or Have No Effect on Brand Promotions? A Test of Three Rival Theories”, The Association of Consumer Research, New Orleans, October 1989.
- “Exploring the Appropriate Data Frame for Ad-Response Models” (with Doyle Weiss), TIMS/ORSA Joint National Meeting, New York, 1989.
- “Is Complexity a Virtue? The Forecasting Ability of Econometric Models” (with Hari S. Hariharan and Siva Balasubramanian), TIMS/ORSA Joint National Meeting, New York, 1989.
- “The Determinants of the Variation in Sales Elasticities of Advertising and Pricing” (with Raj Sethuraman), TIMS/ORSA Joint National Meeting, New York, 1989.
- “The True Data Interval for Econometric Models of Advertising,” (with Charles Whiteman and Byung-Do Kim), Marketing Science Conference, Duke University, March 1989.
- “A Decomposition of Routine Response Behavior,” (with Amit Ghosh, V. Kumar), Marketing Science Conference, Duke University, March 1989.
- “An Analysis of the Behavioral Effects of Promotions,” Marketing Science Conference, Duke University, March 1989.
- “Consumer Inference of Product Quality Under Uncertainty,” (with Gary Gaeth) the 30th Annual Meeting of the Psychonomics Society, Chicago, November 1988.
- “Inference, Price-Aversion and Rationality: An Analysis of Price Response Under Uncertainty”, (with Gary Gaeth) TIMS/ORSA Conference, Denver, October 1988.
- “The Price Sensitivity of Competitive Demand: A Meta-Analysis of Sales Response Models,” Marketing Science Conference, Seattle 1988.
- “Use of Brand Loyalty Indices for Market Segmentation”, with V. Kumar and Amit Ghosh, TIMS/ORSA Conference, St. Louis, November 1987.
- Speaker at a Symposium on Repetitive Advertising, American Marketing Association Educators' Conference, Toronto, August 1987.
- “Advertising Exposure, Loyalty and Brand Purchase: A Two Stage Model of Choice,” Sixth Annual Advertising and Consumer Psychology Conference, Chicago, May 1987.

- “Competitive Price, Quality and Market Share with Asymmetric Information and Rational Expectations,” ORSA/TIMS National Conference, Miami, November 1986 (with Birger Wernerfelt).
- “A Dynamic Marketplace Game,” Behavioral Research Conference, Cornell University, June 1986 (with Gary Gaeth)
- “Advertising Exposure and Brand Choice: An Informational Approach,” Marketing Science Conference, Dallas, March 1986.
- “Price, Advertising and Quality Competition in the Major Appliance Industry,” Marketing Science Conference, Nashville, March 1985.
- “A Model of Competitive Price, Quality and Market Share Under Imperfect Consumer Information,” Marketing Science Conference, Chicago, 1984.

### **INVITED PRESENTATIONS AT BUSINESS CONFERENCES**

- Keynote, ATDLA Annual Meeting, Fall 2020, “Creating a Culture of Unrelenting Innovation,” USC LA.
- Keynote, ISBM Annual Members Meeting, “Creating a Culture of Unrelenting Innovation,” Spartanburg, SC, 2020.
- Faculty Seminar, Vice Dean's Series, USC Marshall, Los Angeles, CA, "How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America", Presenter. (December 13, 2018).
- Keynote, Exec Ed Advisory Board Meeting, USC Marshall, Los Angeles, CA, "How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America", Presenter. (December 5, 2018).
- Keynote, USC Marshall Board of Leaders' Meeting, USC Marshall School of Business, Los Angeles, CA, "How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America", (November 9, 2018).
- Keynote, Long Beach Rotary Club Monthly Meeting, Long Beach Rotary club, Long Beach, CA, "Creating a Culture for Unrelenting Innovation", (October 3, 2018).
- Presenter, UT Austin Marketing Seminar, University of Texas Marketing Department, Austin, TX, "Innovation Myths and Reality", (September 17, 2018).
- Presenter, AMA Summer Educators' Conference, American Marketing Association, San Francisco, "Role of Owners and Leaders in Fostering Innovation and Creating Wealth", (August 15, 2018).
- Presenter, AMA Doctoral Consortium, American Marketing Association, Leeds, UK, "Innovation Myths and Reality", (June 27, 2018).
- Presenter, AMA Doctoral Consortium, American Marketing Association, Iowa City, IA, "Interesting and Impactful Research", (June 15, 2018).
- Presenter, Marketing Science Doctoral Consortium, Informs Society for Marketing Science, Philadelphia, PA, "Social Media Revolution: Insights and Implications", (June 13, 2018).
- Presenter, 2018 EMAC Conference, European Marketing Association, Glasgow, Scotland, "Drivers of Virality", (May 31, 2018).

Keynote, AMA Global Conference, American Marketing Association Global SIG, Santorini, Greece, "How Transformative Innovations Shaped the Rise of Nations: From Ancient Rome to Modern America", (May 22, 2018).

Presenter, Theory and Practice of Marketing Strategy, TPM, UCLA, Los Angeles, CA, "Drivers of Virality", (May 17, 2018).

Presenter. AMA Winter's Educators' Conference, American Marketing Association, New Orleans, MS, "Innovation Myths and Reality", (February 24, 2018).

Discussant. MSI Analytics, Marketing Science Institute, San Francisco, CA, "Advertising Effectiveness", (February 21, 2018).

Presenter. Renaissance Weekend 2018, Renaissance Association, Santa Monica, CA, "Cursed by your Own Success", (February 16, 2018).

Panelist. Renaissance Weekend 2018, Renaissance Association, Santa Monica, CA, "Exploiting Social Media", (February 16, 2018).

Panelist. Renaissance Weekend 2018, Renaissance Association, Santa Monica, CA, "Using Social Media for Success", (February 16, 2018).

Keynote, 3rd Innovation Coast Conference, USC Marshall Center for Global Innovation, Culver City, CA, "Creating a Culture for Unrelenting Innovation", (January 17, 2018).

Session Chair. PDMA Doctoral Consortium, Product Innovation and Management Association, Durham, New Hampshire, "Creating Impactful Research", (July 8, 2017).

Presenter. PDMA Doctoral Consortium, Product Development and Management Association, Durham, New Hampshire, "Innovation Myths and Reality", (June 19, 2017).

Keynote, Open and User Innovation Conference, Open and User Innovation Association, Innsbruck, Austria, "Innovation Myths and Reality", (June 12, 2017).

Session Chair. Marketing Science Conference, Informs Society for Marketing Science, Los Angeles, CA, "Overview of 2017 Marketing Science Conference", (June 8, 2017).

Presenter, Marketing Science Doctoral, Informs Society for Marketing Science, Los Angeles, CA, "The Strategy and Profitability of Preannouncements and versus Launch Announcements", (June 8, 2017).

Presenter. Marketing Science Doctoral Consortium, Informs Society for Marketing Science, Los Angeles, CA, "The Social Media Revolution", (June 7, 2017).

Presenter. AMA Global Conference, American Marketing Association Global SIG, Cuba, "Patterns and Effects of Global Innovation", (April 8, 2017).

Presenter. AMA Global Conference, American Marketing Association Global SIG, Cuba, "Role of Owners and Leaders in Fostering Innovation and Creating Wealth", Presenter. (April 7, 2017).



Presenter. AMA Global Doctoral Consortium, American Marketing Association Global SIG, Cuba, "Interesting and Impactful Research", Presenter. (April 6, 2017).

Keynote, Beckman Coulter Annual Awards Banquet, Beckman Coulter, Huntington Beach, CA, "Creating a Culture for Unrelenting Innovation", Presenter. (October 2016).

Keynote, Darmstadt Innovation Summit, Darmstadt University, Darmstadt, Germany, "Creating a Culture for Unrelenting Innovation", Presenter. (June 2016).

Keynote, Dow Marketing VP Annual Meeting, Dow Chemical, Midland, MI, "Creating a Culture for Unrelenting Innovation", Presenter. (May 2016).

Keynote, Innovation Coast Conference, USC Marshall Center for Global Innovation, Los Angeles, CA, "Radical Innovation: Patterns, Pitfalls, & Payoff", Presenter. (May 2016).

Keynote, Lazaridis Annual Symposium, Lazaridis School of Business, Wilfrid Laurier University, Waterloo, Ontario, Canada, "Radical Innovation: Patterns, Pitfalls, & Payoff", Presenter. (April 2016).

Presenter, Renaissance Weekend, Renaissance, Santa Monica, CA, "Creating a Culture for Unrelenting Innovation", Presenter. (February 2016).

Presenter, Renaissance Weekend, Renaissance, Santa Monica, CA, "Exploiting Power of Social Media". (February 2016).

Keynote address, Innovation Coast Conference and Competition, LA, CA, May 2015

Presenter, Renaissance Weekend, Renaissance Weekend, Santa Monica, CA, "Creating a Culture of Unrelenting Innovation", (February 2016).

Panelist, Renaissance Weekend, Renaissance Weekend, Santa Monica, CA, "Exploiting Social Media", (February 2016).

Keynote, Corporate Board Annual Meeting, Resources Global Professionals, Jackson Hole, WY, July 2015

Keynote, Pacific Telecommunications Conference, Honolulu, "Unrelenting Innovation," Jan 2015

Plenary Speaker, Yale Conference on Customer Insight, "unrelenting Innovation," May 2015

Keynote Address to Kecskemét City, as guest of mayor, on Unrelenting Innovation," May 2015

Keynote address, Innovation Coast Conference and Competition, Irvine CA, May 2015

Keynote, Tampa Bay Idealytics Conference, "Unrelenting Innovation," February 2015.

Keynote, ISPIIM Innovation Forum, International Society for Professional Innovation Management, Singapore, "Creating a Culture of Unrelenting Innovation", (December 2014).

Keynote, Product Innovation Management Conference, PDMA, Product Development and Management Association, Denver, CO, "Creating a Culture of Unrelenting Innovation", (October 2014).

Keynote, Customer Analytics and Intelligence Summit, IQPC, San Francisco, CA, "Insights from Online Chatter Analytics", (August 2014).

Presenter, Symposium on International and Innovation, Erasmus University AMA EMA, Rotterdam, Netherlands, "Crowdsourcing Innovations", Presenter. (June 2014).

Keynote Funding the Big Idea, TriTech Small Business Development, Riverside, CA, "Creating a Culture of Unrelenting Innovation", (May 2014).

Keynote, ILO Workshop, ILO, Innovation in Large Organizations, Marina Del Rey, "Creating a Culture of Unrelenting Innovation", (April 2014).

Presenter, VCU Innovation Summit, Virginia Commonwealth University, Richmond, VA, "Interesting Research in Innovation", (April 2014).

Keynote. Marshall CEO Roundtable, USC Marshall Center for Global Innovation, Palo Alto, CA, "CEO Roundtable", (March 2014).

Keynote Workshop on Innovation, Executive Networks, St. Louis, MO, "Creating a Culture for Unrelenting Innovation", (March 2014).

Keynote, Corporate Stewardship Conference, USC Marshall School of Business, Los Angeles, CA, "Creating a Culture of Unrelenting Innovation," (February 2014).

Keynote, Marshall Leadership Summit, USC Marshall School of Business Alumni Association, Irvine, CA, "Marshall Leadership Summit", (February 2014).

Renaissance Weekend, Renaissance Weekend, Laguna Niguel, CA, "Creating a Culture of Unrelenting Innovation", Presenter. (February 2014).

Renaissance Weekend, Renaissance Weekend, Laguna Niguel, CA, "Emerging Issues in Mobile Marketing", Panelist. (February 2014).

Keynote, Silicon Valley Innovation Summit, Always On, Mountain View, CA, "How to Create a Culture for Unrelenting Innovation", (July 2013).

Keynote, Innovation Symposium, Institute for the Study of Business Markets, Boston, MA, "How to Create a Culture for Unrelenting Innovation", (August 2013).

Keynote, TechSparks Conference, Your Story, Bangalore, India, "How to Create a Culture for Unrelenting Innovation",. (September 2013).

Keynote, International Conference on Sustainable Innovation, PDMA, Product Development and Management Association, Chennai, India, "How to Create a Culture for Unrelenting Innovation", (December 2013).

Keynote, Silicon Beach@USC, CTM, Institute for Communications and Technology Management, Los Angeles, CA, "How to Create a Culture for Unrelenting Innovation", (October 2013).

Keynote, Innovation Summit, Virginia Commonwealth University, Richmond, VA, "How to Create a Culture for Unrelenting Innovation", (April 2013).

Presenter, Meeting on Innovation, ILO, Innovation in Large Organizations, Century City, "How to Create a Culture for Unrelenting Innovation", (September 2013).

Presenter, High Level Forum, Caltech, Pasadena, Pasadena, CA, "How to Create a Culture for Unrelenting Innovation", (October 2013).

Presenter, China-India Conference, Yale University, New Haven, CN, "Technological Leapfrogging: When, How, and Why Emerging Markets Catch-up and Pass Developed Markets in the Adoption of New Products", (September 2013).

Presenter, Consumer Insights Conference, Yale University, New Haven, CN, "Analyzing Online Chatter for Strategic Insights", (May 2013).

Presenter, USC Marshall Center for Global Innovation Board Meeting, USC Marshall Center for Global Innovation, Los Angeles, CA, "Crowdsourcing Ideas for Innovations", Presenter. (May 2013).

Presenter, USC Marshall Corporate Advisory Board Meeting, USC Marshall School of Business, Los Angeles, CA, "How to Create a Culture for Unrelenting Innovation", Presenter. (April 2013).

Webinar, Institute for the Study of Business Markets, Online, "How to Create a Culture for Unrelenting Innovation", Presenter. (April 2013).

Presenter, USC Marshall Alumni Meeting, USC Marshall School of Business, Los Gatos, CA, "How to Create a Culture for Unrelenting Innovation", Presenter. (March 2013).

Presenter, USC Marshall Board of Leaders Meeting, USC Marshall School of Business, Los Angeles, CA, "How to Create a Culture for Unrelenting Innovation", Presenter. (March 2013).

Presenter to USC Marshall Partners, Fall, Santa Clara, 2013

Presenter to USC Board of Leaders, Spring 2013

Presenter to Ferrero Marketing and R&D managers, Prague, 2012

Presenter to Resources Global Professional, Dallas 2012

Presenter to ISBM Spring Managers' Meeting, Dallas 2012

Presenter to CTM Fall Meeting, 2012

Presenter to Business-Academic Forum, Peking University June 2011.

Presenter to USC Marshall Partners, Fall Meeting, 2010.

Presenter to USC Marshall Corporate Advisory Board, 2010.

Presenter to Board of USC Marshall Center for Global Innovation, 2010.

Presenter to USC Marshall Board of Leaders Spring Meeting, 2010.

Keynote, Global Conference on Innovation, Mumbai India, 2010.

Keynote, Brazilian Food Marketers Conference, San Paulo 2010.

Keynote, MSI-Fudan University Marketing Conference, Shanghai 2010.

Presenter to USC Orange County Alumni Chapter, 2010. 1/9/2015

Keynote, Brazilian Retail Conference, San Paulo 2009.

Presenter to USC Marshall Alumni Reunion Weekend, Los Angeles, April 2009.

Presenter to USC Marshall Alums, New York, October 2009

Presenter, Trojan League of LA, November 2008.  
Presenter, at USC Parent's Weekend, October 2008.  
Presenter, USC Marshall Board of Leaders, October 2008.  
Presenter, Marshall Corporate Advisory Board, October 2008.  
Keynote, USC-CTM's Interactive Digital Media Workshop, July 2008.  
Presenter on Challenges of Technological Innovation at USC-CTM Conference on Network Digital Media, LA, February, 2008.  
Presenter on Consumer Generated Media and Stock Market Performance," (with TNS Seshadri), at MSI Conference on Innovation, Barcelona, May 2008.  
Presenter, Marketing Executives Networking Group. Los Angeles, June 2007.  
Plenary Address, Measuring Advertising Performance, World Advertising Association, London, UK, 2007.  
Plenary Address, American Accounting Association, Fort Worth, TX, 2007.  
Presenter on Global Innovation, Accenture Annual Conference on Strategy, Orlando, Florida, 2006.  
Presenter on Most Pressing Research Issues in Innovation, AMA Tech/SIG, St. Petersburg, Florida, 2006.  
Presenter on Innovation, Stockholm School of Economics, Moscow, 2006.  
Presenter on Innovation, Stockholm School of Economics, St. Petersburg, 2006.  
Address at plenary session, European Marketing Association meeting, Athens, Greece 2006.  
Speaker at plenary session on research, PDMA Atlanta 2006  
Presenter at IIR Conference on Marketing Research Methods, Beverly Hills, 2006  
Keynote, Global Resources, San Diego, 2006  
Keynote, PDMA Research Forum, San Diego, CA, 2005.  
Presenter, MSI Conference on Innovations, Boston, May 2005.  
Presenter, MSI Trustee Meeting, May 2004,  
Presenter, Conference on Emerging Technologies, Wharton, Fall 2003.  
Presenter, MSI Trustees Meeting, Tucson, Fall 2002.  
Keynote Speaker, Conference on Promotion, Institute of International Research, Chicago, January, 2002.  
Keynote Speaker, Conference on Promotion, Institute of International Research, New York, January, 2001.  
Keynote Speaker, Conference on Promotion, Institute of International Research, San Diego, July, 2000.  
Presenter, Marketing Science Institute's Trustees Meeting, San Francisco, 1999  
Keynote Speaker, Conference on Pricing, Institute of International Research, San Diego, April, 1999.  
Keynote Speaker, Conference on Promotion, Institute of International Research, San Diego, November, 1998.  
Keynote Speaker, Conference on Promotion, Institute of International Research, San Diego, Summer 1998.  
Presenter, Marketing Science Institute Conference on "Really New Products, Evolving Markets, and Responsive Organizations," Boston, 1997 (with Rajesh Chandy).  
Keynote Speaker, Conference Boards' Marketing Conference, 1996.  
Presenter, Product Development Conference, Minneapolis, 1995, (with Peter Golder).  
Presenter, Marketing Science Institute Conference on "Really New Products", Boston 1994.  
Presenter, Marketing Science Institute Conference, "Novel Findings in Marketing," Atlanta 1993, (with Peter Golder)  
Presenter, Marketing Science Institute Conference on Brand Equity Conference, Austin, TX. 1990.  
Presenter, Westin Hotels Worldwide Conference, Costa Mesa, 1990.  
Presenter, The Marketplace 1989, Point-Of-Sale-Promotion Institute, New York, 1989.  
Presenter, Conference on Point-Of-Sale-Promotion, San Francisco, 1989.  
Presenter, Public Relations Society of America, Cedar Rapids, 1989.  
Presenter, Advertising Research Foundation's Annual Conference, New York, 1988  
Presenter, Conference on Pricing, The Pricing Institute, New York, 1987.

## Opinion Editorials in Lay Press

[To Reign in Social Media](#), The Market Will Suffice, *The Hill*

[Paradox of Superstars](#), *The Hill*

[Pay for performance?](#) Marketing Mutual Funds for Investors and not Managers, *Nasdaq*.

[How GE Really Lost Power](#): Betting on Past and Present Rather than Future, *Morning Consult*

[On Immigration Do as the Romans Did](#), by Gerard J. Tellis and Stav Rosenzweig, *Wall Street Journal*

[America: Keep Immigrants Coming](#), by Gerard J. Tellis, in *Huffington Post*

[The Columbus Effect in Business](#), 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*

The Fastest Path to Innovation: [Pamper Your Mavericks](#), by Gerard J. Tellis, in *FastCompany*

[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*.

[Why Looking Outside Your Company for Innovation Is A Huge Mistake](#), 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*

[Competition Is the Best Way to Regulate Microsoft](#), by Peter N. Golder and Gerard J. Tellis in *Los Angeles Times*

## Media Exposure

### Coverage in Newspapers and Magazines

*MarketWatch*, Opinion: This warning label gives you a dose of reality about mutual funds on a hot streak, Mark Hulbert covers Tellis co-authored research.

*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.

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.

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

Many 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

Co-chair, 2020, ISMS Conference on Diversity, Equity, and Inclusion.

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, 2019-2020.  
*Journal of Marketing Research*, 2019 to 2021
- 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**

University of Texas 2022  
Indiana University 2021  
London Business School 2019  
University of Glasgow, 2018  
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**

Temple 2018  
USC 2017  
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 (18 Fellows)**

Francesca Boneti, Ivey Business School  
 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 Kuhn, 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 (18 doctoral students)**

Sajeev Nair, graduated Summer 2022  
 Jihoon Hong, graduated Spring 2021, first placed of Arizona State University  
 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, Director, Marshall School of Business, 2016 to 2021 to present  
USC Marshall Center for Global Innovation, Founder and Director from 2010 to present  
IASB, Marshall School of Business, 2016  
Marshall School Tenure and Promotion Committee, 2013, 2009-2012, 2003-2005, 1994-95  
Marshall School Chairs Evaluation Committee 2018, 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:

Advertising and Social Media Strategy, 2020, 2019, 2018, 2017, 2016, 2015  
Marketing of Radical Innovation, 2010, 2008, 2007, 2006.  
Core class on Management of Radical Innovation, 2006.  
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

INFORMS Society for Marketing Science  
American Marketing Association  
European Marketing Association  
Product Development and Management Association

## Personal

Married to Cherylanne Tellis  
Four children, three married, five grand children  
Citizen of the US