

DEEPA CHANDRASEKARAN
Assistant Professor of Marketing
College of Business & Economics
Lehigh University

A. Biographical Information

Business Address

621 Taylor St., Bethlehem, PA 18015
Phone: 610-758-6582 Fax: 610-758-6941
Email: dec207@lehigh.edu

Home Address

2309 Middle Ln, Lansdale, PA 19446
Phone: 323-633-0823

Educational History

PhD Business Administration (Major in Marketing) 2007
Marshall School of Business, University of Southern California, USA
MBA (Major in Marketing) 2001
Indian Institute of Management Bangalore, India
MA in Economics 1999
Stella Maris College, University of Madras, India
BA in Economics 1997
Stella Maris College, University of Madras, India

Professional Experience

Assistant Professor of Marketing, College of Business and Economics, Lehigh University, (July 2007 – Present)
ICICI Prudential Life Insurance Co. Ltd., Mumbai, India (Products Division)
Colgate Palmolive (India) Ltd. (Internship)
Citizen Consumer Action Group, Chennai, India (Pro Bono)

B. Publications

Refereed Publications

1. Deepa Chandrasekaran and Gerard J. Tellis (2011), “Getting a Grip on the Saddle: Cycles or Chasms?”, **Journal of Marketing**, 75(4), 21-34
2. Gerard J. Tellis and Deepa Chandrasekaran (2010) “Extent and Impact of Response Biases in Cross-National Survey Research”, **International Journal of Research in Marketing**, 27(4), 329-341
3. Deepa Chandrasekaran and Gerard J. Tellis (2008), “Global Takeoff of New Products: Culture, Wealth or Vanishing Differences”, **Marketing Science**, 27(5), 844-860
4. Deepa Chandrasekaran and Gerard J. Tellis (2007), “A Critical Review of Marketing Research on Diffusion of New Products”, in Naresh K. Malhotra, **Review of Marketing Research**, vol. 3, Armonk: M.E. Sharpe, 39-80

5. Deepa Chandrasekaran and Gerard J. Tellis (2007), “Global Takeoff of New Products: Culture’s Consequences, Wealth of Nations, or Vanishing Differences?”, *MSI Report No. 07-121*, Issue Four

Book Chapters

1. Deepa Chandrasekaran and Gerard J. Tellis (2010), “Diffusion and Strategy”, *Marketing Strategy Handbook*, eds. Venkatesh Shankar and Gregory Carpenter, Edward Elgar Publishing, forthcoming.
2. Deepa Chandrasekaran and Gerard J. Tellis (2009), “Diffusion of Innovations”, *Wiley International Encyclopedia of Marketing, Product Innovation & Management volume*, John Wiley & Sons, Ltd
3. Deepa Chandrasekaran and Gerard J. Tellis (2009), “Global Takeoff”, *Empirical Generalizations about Marketing Impact*, Edited by Dominique Hanssens, Relevant Knowledge Series, Marketing Science Institute, Cambridge, Massachusetts
4. Deepa Chandrasekaran and Gerard J. Tellis (2009), “Global Diffusion”, *Empirical Generalizations about Marketing Impact*, Edited by Dominique Hanssens, Relevant Knowledge Series, Marketing Science Institute, Cambridge, Massachusetts

Working Papers

1. “Pricing and International Takeoff of New Products”, with Joep Arts, Gerard J. Tellis and Ruud Frambach, preparing for third round submission, *International Journal of Research in Marketing*
2. “Does Familiarity Breed Content? Impact of Knowledge Overlap on Project Attractiveness in Open Source Networks”, with Nilesh Saraf and S. Siddarth, under review, *Informations Systems Research*
3. “Catch-Up and Leapfrogging in Global Adoption of New Products”, with Gerard J. Tellis, preparing for submission: *International Journal of Research in Marketing*
4. “Open Innovation Practices, Product Portfolio Radicalness and Firm Performance: The Role of NPD Capabilities” with Gaia Rubera and Andrea Ordanini, paper write-up in progress, target journal: *Management Science*
5. “Interactivity in Television Advertising and its Impact on Consumer Online Engagement: Insights from Google Trends”, with Raji Srinivasan, paper write-up in progress, target journal: *Journal of Marketing Research*
6. “Are Companies Unfair to Bottom-of-Pyramid Consumers”, with Reetika Gupta, data collection in progress
7. “Drivers of Foreign Market Success”, with K. Sivakumar and Bacy Dong, data collection in progress

Selected Business Press Mentions for Publications

“For Marketers, It's a Wide World After All Study of Product Launches Finds Unexpected Differences Across Globe”, By Marissa Miley, October 28, 2008, Advertising Age, <http://adage.com>

““Fun” Technologies Adopted Faster Than “Work” Ones”, by Ben Worthen, October 23, 2008

“Japan, Norway better than U.S. For New Product Launches”, By Priya Ganapat, November 3, 2008, <http://www.wired.com/>

C. Honors and Awards

Recognition by professional and academic societies

1. **American Marketing Association Global Marketing SIG's 2010 Excellence in Global Marketing Research Award** awarded for the 2008 Marketing Science article, "The Global Takeoff of New Products: Culture, Wealth or Vanishing Differences,"
(This distinguished award recognizes the author(s) of an outstanding research article, published within the last 10 years, which has significantly influenced the direction of global marketing.)
2. Runner Up, American Marketing Association Technology Group Dissertation Proposal Competition, 2006
3. Best Paper Award, Product Development and Management Association Research Forum, 2005
(This prestigious award for the paper “Global Takeoff” is awarded to the best paper across all competitive papers submitted for the research forum.)

University-level Award(s) and Recognitions

1. **Thomas J. Campbell’80 Professorship (2011-2012), Lehigh University**
2. American Marketing Association Sheth Foundation Doctoral Consortium Fellow, 2006
(The participation into this prestigious consortium organized by the internationally re-known premier marketing association is based on competitive selection)
3. Haring Symposium Fellow, Indiana University, Indiana, April 2005
(The participation into this prestigious annual consortium organized by Indiana University is based on competitive selection)
4. Future Professoriate Program, Center for Teaching Excellence, University of Southern California, 2006-2007
(Selected from university-wide pool of applicants to participate in a one year long, intense series of workshops designed to augment teaching and research skills)
5. Dean’s Fellowship, Marshall School of Business, 2002-2007
6. Gold Medalist, Stella Maris College, Chennai, India (Masters Program in Economics)

7. Silver Medalist, Stella Maris College, Chennai, India (Bachelors Program in Economics)

D. Research Funding and Training Grants

Competitively Awarded Research Grants

Deepa Chandrasekaran (Principal Investigator), **Christian and Mary Lindback Foundation's Minority Junior Faculty award (2007)**, \$14,940, "Catch-Up, Leapfrogging and Globalization: Dynamics of New Product Adoption across National markets"

Nilesh Saraf (Principal Investigator), Deepa Chandrasekaran and Peter Monge (2006), **Standard Research Grant: Social Sciences and Humanities Research Council of Canada**, \$59,000, "Antecedents and Consequences of Network Formation in Open Source Projects"

Nilesh Saraf (Principal Investigator), Deepa Chandrasekaran and Peter Monge (2006), Simon Fraser University Discovery Parks Grant, \$10,000, "Antecedents and Consequences of Network Formation in Open Source Projects"

Deepa Chandrasekaran and Gerard J. Tellis (2004), **Marketing Science Institute, MSI research award # 4-1290**, \$10,000, "Global Takeoff of New Products: Role of Country, Product Type, and Time"

Deepa Chandrasekaran and Gerard J. Tellis (2005), Center for International Business Research at USC, Dissertation Proposal Grant, \$2500, "The International Takeoff, Growth and Slowdown of New Products"

E. Scholarly Presentations

Invited Presentations/Panel Discussions

"Does Familiarity Breed Content", with Nilesh Saraf, and S. Siddarth, Internal Research Seminar Series, Marketing Department, Lehigh University, Fall 2009

"Catch Up, Leapfrogging and Slowdown in Global Adoption of New Products", with Gerard J. Tellis, Internal Research Seminar Series, Marketing Department, Lehigh University, 2008

"Choice of Career and Career Development", Alumni Panel Discussion, Incoming PGP Batch Orientation, Indian Institute of Management Bangalore, June 2008

"Globalization and Market Penetration of New Products", Women's Studies Faculty Research Forum (FRF), Lehigh University, January 2008

"Essays on the Turning Points of the Product Life Cycle", Presented at the panel discussion on Consumer Behavior, Meet Technology: New Insights from Doctoral Students and Dissertation Chairs, 2007 Summer Marketing Educator's Conference, Washington D.C., Aug 3-6 2007

"Bottom of the Pyramid: Challenges and Opportunities" International Conference on Innovation and New Product Development, Chennai, India, Dec 19- 21 2006

“Management Education at Crossroads?”, Conference on Emerging Paradigms in Management Education, Anna University, Chennai, India, Dec 2005

Refereed Presentations

- “Are Companies Unfair to Bottom-of-Pyramid Consumers”, Reetika Gupta, Deepa Chandrasekaran, 2011 China-India Consumer Insights Conference, New Delhi, India, July 2011
- “Open Innovation Practices and Market Outcomes: The Moderating Role of Product Capabilities”, Rubera Gaia, Ordanini Andrea, and Chandrasekaran Deepa, Winter AMA 2011, February 2011, Austin, TX
- “Sources and Consequences of Marketing Mix Innovations”, with Raji Srinivasan, McCombs School of Business, University of Texas, Winter Marketing Educators’ Conference, February 2010, New Orleans, LA
- “Network Formation of Open Source Software Projects”, Nilesh Saraf, Deepa Chandrasekaran and S. Siddarth, Product Development and Management Association (PDMA) Research Forum, Los Angeles, Oct 2009
- “Assessing Biases in Cross-National Research on Consumer Innovativeness”, with Gerard J. Tellis, Marketing Science Conference, Michigan, June 2009
- “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” with Gerard J. Tellis, AMA Winter Marketing Educators Conference, Tampa, Florida, Feb 2009
- “Catch Up, Leapfrogging and Slowdown in Global Adoption of New Products”, with Gerard J. Tellis, NASMEI- Great Lakes School of Management Conference, Chennai, Dec 2008
- “Catch Up, Leapfrogging and Slowdown in Global Adoption of New Products”, with Gerard J. Tellis, AMA Summer Educators’ Conference, San Diego, Aug 2008
- “Catch Up and Leapfrogging in Global Adoption of New Products”, with Gerard J. Tellis, Marketing Science Conference, Vancouver, June 2008
- “Catch Up and Slowdown in International Adoption of New Products”, Deepa Chandrasekaran and Gerard J. Tellis, Special Session - Innovation, Product Development and Diffusion, AMA Winter Marketing Educators Conference, Austin, TX, Feb 15 - 18, 2008
- “Network Formation of Open Source Software Projects”, Nilesh Saraf, Deepa Chandrasekaran and S. Siddarth, International Symposium of Information Systems, Dec 21-23 2007, Indian School of Business Hyderabad
- “Product Life Cycles across Products, Countries and Time: Potential Generalizations”, with Gerald J. Tellis, Frank M. Bass Conference, Dallas, Mar 2007
- “What Causes the Sales Drop-off: Cycles, Cascades, or Chasms?”, with Gerard J. Tellis, MSI Conference on Accelerating Market Acceptance in a Networked World, Los Angeles, Mar 2007
- “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” with Gerard J. Tellis, PDMA Research Forum, Atlanta, Oct 2006
- “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” with Gerard J. Tellis, Marketing Dynamics Conference, UCLA, August 2006
- “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” with Gerard J. Tellis, Marketing Science Conference, Pittsburgh, June 2006
- “Getting a Grip on the Saddle: Cycles, Chasms or Cascades?” with Gerard J. Tellis, Conference on Innovative New Product Development: Engineering meets Marketing, IIT Madras, Dec 2005
- “Global Takeoff of New Products: Role of Country, Product Type, and Time”, with Gerard J. Tellis, Product Development and Management Association (PDMA) Research Forum, San Diego, Oct 2005

- “Global Takeoff of New Products”, with Gerard J. Tellis, Association of Pacific Rim Universities (APRU) Doctoral Students Conference, Oregon, Aug 2005
- “Global Takeoff of New Products: Role of Country, Product Type, and Time”, with Gerard J. Tellis, Marketing Science Conference, Atlanta, June 2005
- “The Global Penetration of New Products”, with Gerard J. Tellis, Conference on Innovation, Indian Institute of Management Bangalore, India, Dec 2004
- “The Global Penetration of New Products”, with Gerard J. Tellis, Conference on Emerging Markets, Indian Institute of Management Kozhikode, India, Dec 2004

F. Teaching Experience

Courses Taught

Global Marketing, Spring 2011

Principles of Marketing, Fall 2011, Spring 2011, Fall 2010, Fall 2009, Spring 2009, Fall 2008, Spring 2008

New Product Development and Branding, Undergraduate Elective, Marshall School of Business, University of Southern California, Fall 2005

Teaching Interests

Marketing Strategy, Global Marketing, Principles of Marketing

G. Service at Lehigh

Service to University

University Graduate and Research Committee- Fall 2011-present

GRC- Fellowship sub-committee- Fall 2011-present

University Nominations Committee- Fall 2009- present

University Research Symposium, Spring 2009

Service to College

Marketing department chair recruiting committee- Fall 2011

CBE Undergraduate Core Team Mapping and CAAR Proposal committee, Summer 2011

COMCARR-Committee to Assess Assessment Results, Fall 2009-Spring 2010

Entrepreneurship curriculum committee, Fall 2009

University Core Curriculum Committee, Lehigh University, from Fall 2008

Advisor- Independent Credit project, Summer Internship, Huajing Wen, Summer 2009

CBE FYS Advising (8/21/09)

Service to Department

Coordinator of Principles of Marketing course, Fall 2008- Spring 2010

Career lunch, Placement office (Spring 2009)

Student Advising, Fall 2008 to present

Faculty recruitment committee, Fall 2007

Organization of internal research seminar series, Fall 2007

Marketing area representative, Majors and Minors Fair

Professional Service

Thesis and Dissertation Competition Evaluations

External thesis reader (Tel-Aviv University), 2010

Evaluator, Product Development and Marketing Association (PDMA) research proposal 2010 competition

Conference Organization

Co-chair, International Conference on Innovative New Product Development: Engineering Meets Marketing, IIM Bangalore, Bangalore, India, Dec 2005

Special Session Organization

Innovation Dilemmas, Actions and Consequences, AMA, Winter Educators Conference, New Orleans, Feb 2010.

Session Chair

'Firm Capabilities and Business Strategy', International Conference on Innovation, India, Dec 2005

'Market Knowledge and Innovation', AMA Summer Marketing Educator's Conference, Jul 2005

Reviewer -Journals (Ad Hoc- 2007 to present)

Marketing Science

Management Science

International Journal of Research in Marketing

Journal of the Academy of Marketing Sciences

Journal of Product Innovation Management

Journal of Business Research

Journal of Evolutionary Economics

International Journal of Technology Marketing

Reviewer- Conferences (Ad Hoc)

AMA Summer Marketing Educator's Conference 2011, 2008, 2006, 2005

AMA Winter Marketing Educators' Conference 2008

PDMA India Conference Dec 2006 and Dec 2005

PDMA Research Forum Oct 2007 and Oct 2005

Conference on Innovation at Indian Institute of Management Bangalore Dec 2004