

RAJENDRA K. SRIVASTAVA



NOVARTIS PROFESSOR OF MARKETING STRATEGY AND INNOVATION, INDIAN SCHOOL OF BUSINESS

Rajendra (Raj) Srivastava is Novartis Professor of Marketing Strategy and Innovation at the Indian School of Business (Hyderabad and Mohali, India) where he is Executive Director for the Centre for Business Innovation (CBI) and the Executive Fellows Program in Management (EFPM).

He has held several academic leadership positions including Dean at the Indian School of Business (Hyderabad and Mohali, India), Provost and Deputy President at Singapore Management University, Senior Associate Dean at Goizueta Business School at Emory University, and Senior Associate Dean at the McCombs Business School at the University of Texas at Austin.

He is a recipient of the 2021 AIMA (All India Management Association) Kewal Nohria Award for Academic Leadership in recognition of professional experience and academic achievement of an individual in management education and the 2019 Award for the Best Director of Business Schools, Indian Sub-Continent Decision Sciences Institute (ISDSI).

A distinguished scholar, he has held the George Kozmetsky Centennial Chair at UT-Austin and the Roberto C. Goizueta Chair in Marketing and Digital Commerce at Emory University, LKC Chair in Marketing and International Business at SMU (Singapore). He has been a Visiting Professor at London Business School, and Helsinki School of Economics (Aalto University). Raj also serves as:

- Independent Director, Happiest Minds Technologies (Listed Company)
- Independent Director, Solara Active Pharma Sciences Ltd (Listed Company)
- Founding Editor-in-Chief, Marketing Strategy Journal (Elsevier)
- AMA Fellow (Distinguished Educator, conferred in 2020 by the American Marketing Association)
- Mack Institute Senior Fellow, Wharton School, University of Pennsylvania
- Research Fellow, Institute for Studies in Business Markets (ISBM), PennState University
- Research Fellow, Tando Institute (ex-IC-Sq. Institute), University of Texas at Austin
- All India Management Association (AIMA) Distinguished Fellow, Lifetime Award (2023)
- EQUIS Committee (Brussels) – Practice Research Standards and Internationalization
- EFMD Deans Across Frontiers (EDAF) – Member
- National Board of Accreditation (India)
- Global Advisory Board, SKEMA Business School, Paris, France
- Global Advisory Board, Deakin University School of Business, Melbourne, Australia

He has served as Chairman, Board of Directors D-Labs and AIC (Atal Incubator Center) at the ISB Hyderabad and Mohali Campuses, respectively. He has also served on the Board of Directors, T-Hub (Technology Hub), Hyderabad. In addition, he serves as:

- Management & Entrepreneurship and Professional Skills Council (MEPSC)
- CII National Forum on Industry-Academia Partnership for R&D and Innovation - Member
- Bureau of Indian Standards, Management & Productivity Sectional Committee (MSD04)
- Advisor and Council Member, All India Management Association (AIMA)
- Advisor, Dallas Venture Capital
- Advisory Board Member, LatticeED LLP and several Private Limited Companies (Istakapaza, Samunnati, Criyagen, NanoHealth and Statwig Global)

As Dean at ISB, Raj has been instrumental in bringing a multi-disciplinary perspective to applied research at ISB's Research Centres and Institutes. All faculty have dual assignments spanning their discipline (say operations) and area of practice (e.g., healthcare). As Provost at SMU, he was responsible for all research operations and he is on the Advisory Boards of *Sim Kee Boon Institute (SKBI) for Financial Economics*, *Human Capital and Leadership Institute (HCLI)*, *Institute for Innovation and Entrepreneurship (IIE)*, *Living Analytics and Research Centre (LARC)* and the *Institute for Service Excellence @ SMU (ISES)*. Most of these Institutes/Centers were initiated under his stewardship.

Raj established the *Emory Marketing Institute (EMI)* at the Goizueta Business School, Emory University. The primary research focus at EMI was brand and marketing performance management. He also established the *Center for Customer Insight (CCI)* at the University of Texas at Austin with support from Andersen Consulting (Accenture) and 3M Foundation. As the Charles LeMaistre Fellow at *IC2 Institute* he worked closely with the *Austin Technology Incubator (ATI)* and served on the boards of technology-based start-ups for over 15 years.

His research, spanning marketing and finance/economics, has been published in *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science* and *Journal of Banking and Finance*. He is Editor-in-Chief of the recently launched *Marketing Strategy Journal*, and Co-Editor of *Journal of Academy of Marketing Science*. He was a guest editor for the *Journal of Marketing Research's* Special Issue on Brand Management and Equity, and the *Journal of Marketing* Special Issues on Marketing Strategy Meets Wall Street (2009 and 2016 [in process]). Additionally, he has served on the editorial boards of several academic journals including *Journal of Marketing Research (JMR)* and *International Journal for Research in Marketing (IJRM)*.

Rajendra Srivastava is a highly cited scholar (with over 30,000 Google citations, # 1 in Marketing in India) with work published in leading marketing journals. Raj's research interests include Marketing Strategy, Marketing Metrics, and Brand/Customer Management. His current work focuses on Business Model Innovations, especially in Services, B2B, Technology and Emerging Markets. His current research and teaching interests include **Business Model Innovation**, Strategic Performance Management, Marketing Accountability and Driving Growth and Shareholder Value. He is best known for his work on measuring the impact of **market-facing business processes** (innovation, supply-chain and customer management) that create value for customers, and the value of **market-based assets** (customers, channels, brands and value networks). He is also well known for his work in competitive market structures and brand equity/strategic brand management. Raj is committed to cross-functional integration in management of business processes. He has championed inter-disciplinary research and academic programs and has nurtured multi-disciplinary areas of excellence in business innovation and technology commercialization.

Raj is the recipient of the 2004 AMA Marketing Strategy SIG Mahajan Award for Career Contributions to Marketing Strategy. He also received the 1985 Alpha Kappa Psi Award from the American Marketing Association for the article in the *Journal of Marketing* judged to contribute most to the practice of marketing. In 1993 and 2002 he received the highest recognition for research at The University of Texas—the CBA Foundation Awards for Outstanding Research Contributions and Excellence. His paper on Market-Based Assets in the *Journal of Marketing* received both the 1998 Maynard Award for the article judged to contribute most to the development of theory in marketing and the MSI/Paul Root Award for the article judged to contribute most to the practice of marketing, the only time a single paper has won both awards. This same paper went on to win the AMA/Sheth Foundation Award for Long-Term contributions to the discipline of marketing. [This is the only article in the history of Journal of Marketing to win all three awards.](#)

He has consulted and delivered executive education programs for such firms as 3M, AMD, Adani Group (multiple units), AT&T, Aditya Birla Group, American Airlines, Agilent Technologies, Applied Materials, Bloomberg L.P., BMC Software, Capital One, Citigroup, Coca Cola, Dell Computers, Deutsche Bank, Dresdner Bank (Germany), Dow Chemicals, Du Pont, Hallmark, Hewlett-Packard, HSBC, IBM, Imation, Johnson & Johnson, Leo Burnett, LG Electronics, LIC, Lucent Technologies, Microsoft, Motorola, Nokia, Nokia Networks, NutraSweet Company, PPG Industries, Schneider

Electric, Shell Chemicals, Siemens, Suez (France), Synovus Bank, Texas Instruments, Temasek, Trident, Xerox Corporation, VITRO and CYDSA (in Mexico). In short, he has worked with over 75 MNCs in over 50 countries worldwide.

He holds a B. Tech. (Honors) in Mechanical Engineering from the Indian Institute of Technology, Kanpur and an MS in Industrial Engineering from the University of Rhode Island. His MBA and Ph.D. (Business Administration) degrees are from the University of Pittsburgh.