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**RAJ SETHURAMAN**

Professor and Harold L. Simmons Chair of Marketing  
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**Academic Positions**

- 2020 - Faculty Advisory Board member, Jio Institute, Mumbai, India  
2019 - 2020 Visiting Research Scholar Wharton School, University of Pennsylvania  
2017 - Joint Editor-in-Chief, *Journal of Retailing*  
2015 - Professor and Harold Simmons Chair of Marketing  
2011-2015 Professor and Marilyn & Leo F. Corrigan Professor of Marketing  
2008 - Executive Director, SMU-Cox Center for Marketing Management Studies  
2008 - 2019 Chair, Department of Marketing, Southern Methodist University  
2003 - 2010 Associate Professor, Department of Marketing, Southern Methodist University  
1997 - 2003 Assistant Professor, Department of Marketing, Southern Methodist University  
1989 - 1997 Assistant Professor, Department of Marketing, University of Iowa

**Educational Background**

- 1984 - 1989 Ph.D. in Marketing, Kellogg School of Management, Northwestern University  
1979 - 1981 M.B.A. in Marketing and O.R., Indian Institute of Management, Calcutta  
1974 - 1979 B. Tech. in Chemical Engineering, Regional Engineering College, Trichy, India

**Corporate Experience**

- 1990 - Ad-hoc marketing consultant for various organizations.  
1981-84 Sales Officer and Marketing Analyst, Hindustan Petroleum / Exxon Chemicals

**Professional Associations**

- 1997 - 2005 Academy of Marketing Science  
1987 - Institute for Operations Research and the Management Sciences  
1986 - American Marketing Association

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## **RESEARCH**

### **General Research Interests**

Competition between national brands and store brands; Promotion strategies; Brand equity; Empirical Generalizations; Game theory; Econometric models.

### **Research Awards**

2012 Paul E. Green award for the best paper in the *Journal of Marketing Research* that demonstrates the greatest contribution to the practice of marketing (finalist).

2010 Outstanding Reviewer Award *Journal of Retailing*

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1993 Central Investment Fund for Research Enhancement Grant, U of Iowa

1990,93 Marketing Science Institute Grant

**Journal Articles**

2021 The Future of Private Labels: Towards a Smart Private Label Strategy *Journal of Retailing*, 97(1), Article in Press.

2020 Roggeveen, Anne and Raj Sethuraman, Customer-Interfacing Retail Technologies in 2020 & Beyond: An Integrative Framework and Research Directions *Journal of Retailing*, 96(3), 299-309.

2016 Roy, Subhadip, Raj Sethuraman, and Personality Characteristics on Fashion Shopping Proneness: A Study of the Indian Market," *International Journal of Retail & Distribution Management*, 44 (4), 426-447.

2016 Roy, Subhadip, Rashmita Saran and Raj Sethuraman, "Personality and Fashion Consumption: A Conceptual Framework in the Indian Context" *Journal of Fashion Marketing and Management*, 20 (2), 157-176.

2014 Sethuraman, Raj and Katrijn Gielens *Journal of Retailing*, 90 (June), 141-153.

2013 Sethuraman, Raj and Jagmohan Raju, "The Competition between National B 72.024 723reW\*ñBT1 09re54 678.1 T

- *Listed in Social Science Research Network's Top 10 Downloads (All-Time Hits) in marketing in the first week of publication. Number of downloads in first week: 157. Number of downloads till August 2010: 1946.*

2002

*Journal of Retailing*, 78 (4), 253-263.

- *This article received an honorable mention (2<sup>nd</sup> place) for the William R. Davidson award*

- 1995 Raju, Jagmohan, Raj Sethuraman, and Sanjay Dhar, "National Brand Store Brand Price Differential and Store Brand Market Share," *Pricing Strategy & Practice: An International Journal*, 3 (2), 17-24.
- 1994 Sethuraman, Raj, Cathy Cole and Dipak Jain, "Analyzing the Effect of Information Format and Task on Cutoff Search Strategies," *Journal of Consumer Psychology*, 3 (2), 103-136.
- *Lead article*
- 1992 Sethuraman, Raj and John Mittelstaedt, "Coupons and Private Labels: A Cross-Category Analysis of Grocery Products,"

2009

contributions in Empirical Generalizations about Marketing Impact, Marketing Science Institute, Boston, MA (pp. 58-67).

2008

Practitioners Think about Theoretical Results on National Brand  
Marketing Science Institute Special Report No. 08-209 (November).

- *This paper was a featured article in Insights (Winter 2009, p.8), a widely circulated newsletter of the Marketing Science Institute.*

2006

Marketing Science Institute Working Paper No. 06-108 (June).

2005

Retailing in the 21<sup>st</sup> Century, Springer, Heidelberg: Germany, pp. 193-210.

2004

Brands against National Brands: Get Close or Keep a  
-Cox School of Business Working Paper.

2000

Marketing Science Institute Working Paper No. 00-110 (November).

- *Featured article in Insights (2003), a widely circulated newsletter of the Marketing Science Institute.*

1997

Sethuraman, Raj and Catherine Cole, "Why Do Consumers Pay More for National Brands over Store Brands?" Marketing Science Institute Working Paper No. 97-127 (December).

1995

Sethuraman, Raj, "National Brand and Store Brand Price Competition: Who Hurts Whom?" Marketing Science Institute Technical Working Paper No. 95-105.

1992

Sethuraman, Raj, "The Effect of Marketplace Factors on Private Label Penetration in Grocery Products," Marketing Science Institute Working Paper No. 92-128.

1991

University of Iowa, Iowa City, IA.

### **Works-in-Progress**

2021

Sethuraman, Raj, Juan Carlos Gázquez-Abad, Francisco J. Martínez-López, "The Effect of Retail Assortment Size on Perceptions, Choice, and Sales: Review and Research Directions," being revised for second review in the *Journal of Retailing*.

2021

Sethuraman, Raj, Juan Carlos Gázquez-Abad, Francisco J. Martínez-López What Factors Moderate the Effect of Assortment Reduction on Store Switching? Insights and Implications for Grocery Brands  
*Journal of Business Research*.

2019

Sethuraman, Raj, Introducing the Palatist Consumer: Subtle Differences and Strategic Requested by Editor-in-Chief to resubmit for review in the *Journal of Marketing*.

**Recent Invited Talks, Presentations, Workshop, and Keynote**

- 2020 Birla Institute of Management Science Retail Summit, India (Keynote)
- 2019 Wharton Marketing Seminar, University of Pennsylvania, Philadelphia
- 2019 Italian Marketing Conference, Piacenza, Italy (Keynote)
- 2019 Symbiosis Institute, Pune, India
- 2019 KU Leuven Retail Research Conference, Leuven, Belgium (Keynote)
- 2018 Indian Institute of Management, Bangalore, India
- 2018 Faculty development workshop Jindal Institute, New Delhi, India
- 2018 Syracuse University, Syracuse, USA
- 2018 Advances in National Brand and Private Label Marketing, Barcelona, Spain (Keynote)
- 2016 Center for Innovation and Entrepreneurship, Chennai, India.
- 2016 University of Texas, Arlington, USA
- 2015 Advances in National Brand and Private Label Marketing, Barcelona, Spain
- 2014 North American Society of Marketing Educators of India Conference, Chennai, India
- 2013 Marketing Modeling Research Camp, University of North Carolina, Chapel Hill
- 1989 Also presented research papers and Editorial talks at over 60 conferences.

**Citations / Appearances in Business Media**

*National Public Radio, The Wall Street Journal, Dallas Morning News, Chicago Tribune, Des Moines Register, Orange County Register, USA Today, KCRG TV, Channel 4 Dallas, Good Day Dallas, KPNI-Dallas, KRLD – Dallas, WFAA Dallas – Channel 8 (ABC), Canadian Radio Station, and several other business media.*

**TEACHING**

**University / Degree Courses Taught**

- 2014 2017 Multivariate Analysis for Marketing - MSBA
- 2011 Customer Insights -- MBA
- 2004 2010 Database Marketing -- MBA
- 1997 2003 Marketing Management MBA
- 1995 1996 Multivariate Applications - Ph.D. seminar
- 1994 1995 Marketing Models - Ph.D. seminar
- 1988 2018 Marketing Research BBA, MBA

**Executive, Non-degree Programs Taught**

- 2008 - 2019 Brand Equity Advanced Marketing Certificate Program, SMU
- 2015 - 2017 Pricing Advanced Marketing Certificate Program, SMU
- 2014 Private Label Marketing Indian School of Business, Hyderabad, India
- 2013 Competitive Strategy Initiative for Competitive Inner City, Boston
- 2007 Marketing Research JC Penney/Aegon and several other companies

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2005 - 2019    Segmentation; Pricing    Summer Business Institute, SMU  
1990    1995    Price & Advertising strategies    Several companies in India  
1987    1988    Industrial Marketing    Kellogg Community Education, Northwestern University

**Teaching Awards / Recognition**

2014            Nominated for Altshuler Distinguished (Best) Teacher Award (MBA)  
2010            Eugene T. Byrne Teaching Innovation Award  
2002            Content expert in Marketing, Jones International University (online).  
1999    2000

**Published Cases**

2009            Chevrolet, Europe (with Roger Kerin, published in Strategic Marketing, 12<sup>th</sup> Ed. )  
2005            7-Eleven New Store Location (with Roger Kerin)

**Cases written exclusively for local university (class) use**

2011    2020    Several data cases written for Customer Insights course at SMU  
2010            Apple iPad (short case)  
2002            Pepsi Aquafina (short case)  
2001            Gillette Mach3 (short case)  
2001            Rubbermaid Trash bags (short case)  
1991            Gillette Sensor (with Teaching Note)

**Textbooks written exclusively for local university (class) use**

2018            Essentials of Marketing Research (for BBAs, 3





