

## **Ajay Kalra**

Jones Graduate School of Business  
Rice University, Houston, TX 77005  
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### **EDUCATION**

Ph.D (Marketing)\* Fuqua School of Business, Duke University 1992

Fellow, Indian Institute of Management, Calcutta

M.A. (Hons) Economics, Birla Institute of Technology and Science, Pilani

### **POSITIONS HELD**

Herbert S. Autrey Professor of Marketing 2012-

Professor of Marketing, Rice University 2008-2012

Associate Professor (with Tenure), Carnegie Mellon University 2003-2008.

Visiting Professor, INSEAD 2000-2001

Associate Professor, Carnegie Mellon University 1999-2002

Assistant Professor, Carnegie Mellon University 1993-1999

Visiting Assistant Professor, Carnegie Mellon University 1991-1993

Instructor, Duke University 1990-1991

## **PUBLICATIONS**

Wei Zhang and Ajay Kalra, (2014) "A Joint Examination of Quality Choice and Satisfaction: The Impact of Circumstantial Variables," *Journal of Marketing Research*, Vol. 51, No. 4, 448 – 462.

Ajay Kalra, Shibo Li and Wei Zhang (2011), "Understanding Responses to Contradictory Information about Products," *Marketing Science*, Volume 30(6), 1098-1114.

Uzma Khan, Meng Zhu and Ajay Kalra (2011), "When Tradeoffs Matter: The Effect of Choice Construal on Context Effects," *Journal of Marketing Research* Volume 48 (1), 62-71.

Darron Billeter, Ajay Kalra and George Loewenstein (2011), "Underpredicting Learning Following Initial Experience With a Product," *Journal of Consumer Research* Volume 37 (February), 723-736. (Lead Article)

Ajay Kalra and Mengze Shi (2010), "Consumer Value-Maximizing Sweepstakes and Contests," *Journal of Marketing Research* Volume 47 (2), 287-300.

Ajay Kalra and David Soberman (2010), "The Forgotten Side of Marketing," *Journal of Brand Management* 17, 301-314.

Tao Chen, Ajay Kalra and Baohong Sun (2009) "Why do Consumers Buy Extended Service Contracts," *Journal of Consumer Research* Volume 36 (December), 611-623.

Ajay Kalra and David Soberman (2008) "The Curse of Competitiveness – How Experienced Advice and Training Can Hurt Market Profitability," *Journal of Marketing* Volume 72(3) 32-47.

Ajay Kalra and Shibo Li (2008) "Signaling Quality Through Specialization," *Marketing Science* Volume 27, 168-184.

Preyas Desai, Ajay Kalra and B.P.S. Murthi (2008) "When Old is Gold: The Role of Business Longevity," *Journal of Marketing* Volume 72 (1) 95-107.

Peter Boatwright, Ajay Kalra and Wei Zhang (2008) "Research Note: Should Consumers Use the Halo to Form Product Evaluations?" **Management Science** Volume 54 (January) 217-223.

Ajay Kalra, Mengze Shi and Kannan Srinivasan (2003) "Salesforce Compensation Schemes and Consumer Inferences" **Management Science** Volume 49 (May) 655-672.

Ajay Kalra and Mengze Shi (2001), "Designing Optimal Sales Contests: A Theoretical Perspective" **Marketing Science** Volume 20, Number 3, 170-193.

William Boulding, Ajay Kalra and Richard Staelin (1999) "The Quality Double Whammy: The Rich Get Richer" **Marketing Science** Volume 18, Number 4, 363-384, (Lead Article)

Aylesworth, Andrew, Ronald C. Goodstein, and Ajay Kalra (1999), "Effect of Archetypal Embeds on Feelings: An Indirect Route to Affecting Attitudes?" **Journal of Advertising**, 28 (Fall), 74-81.

Anil Gaba and Ajay Kalra (1999), "Risk Behavior in Response to Quotas and Contests," **Marketing Science**, Volume 18, Number 3, 417-434.

Ajay Kalra, S. Rajiv and Kannan Srinivasan (1998) "Response to Competitive Entry: A Rationale for Delayed Reaction" **Marketing Science**, Volume 17, Number 4, 380-405.

Ajay Kalra and Ronald C. Goodstein (1998) "The Impact of Advertising Positioning Strategies on Consumer Price Sensitivity" **Journal of Marketing Research** (May), 210-224.  
(Reprinted as "Advertising Positioning Strategies," *Economic Intuition*, (Fall), 1998).

William Boulding, Ajay Kalra, Richard Staelin and Valerie Zeithaml (1993) "A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions", **Journal of Marketing Research** (February), 7-27.(Lead Article)

## **WORKING PAPERS**

“Happy and Healthy: How Allocation of Charitable Donations Matters,” Wei Zhang and Ajay Kalra

“Does the Device Consumers Use for Online Shopping Matter?” Wei Zhang and Ajay Kalra

“Can We Compare Apples with Oranges? Developing Benchmarks To Assess Sales Agents' Relative Performances” Wei Zhang and Ajay Kalra

“Context Sensitive Advertising: When Greater Attentional Investment Produces Lower Attitudinal Return,” Claudiu Dimofte, Ronald C Goodstein and Ajay Kalra

“Resource Abundance and Conservation,” Meng Zhu and Ajay Kalra

“All Fun and Games? The Impact of Playfulness on Consumer Decision Making,” Saran Wanglee and Ajay Kalra

“When Should Firms Reveal Their Bestsellers?” Ajay Kalra and Sameer Mathur

### **Doctoral Student Supervision and Placement (at Carnegie Mellon)**

Wei Zhang (2002) (Chair, Thesis Committee) (GSIA)	Iowa State University
Darron Billeter (2007) (Chair, Thesis Committee) (TSB)	Brigham Young University
Meng Zhu (2011) (Member, Thesis Committee) (TSB)	John Hopkins University
Tao Chen (2008) (Member, Thesis Committee) (TSB)	University of Maryland
Sameer Mathur (2008) (Member, Thesis Committee) (TSB)	McGill University
Tansev Geylani (2005) (Member, Thesis Committee) (TSB)	University of Pittsburgh
Aimee Kane (2004) (Member, Thesis Committee) (GSIA)	New York University
Kyung-Do Park (2003) (Member, Thesis Committee) (GSIA)	Ewha Womens' University
Sharad Borle (2003) (Member, Thesis Committee) (GSIA)	Rice University
Shibo Li (2003) (Member, Thesis Committee) (GSIA)	Indiana University
Tolga Akcura (2000) (Member, Thesis Committee) (GSIA)	Purdue University
Franklin Carter (1997) (Member, Thesis Committee) (GSIA)	University of Illinois
Carolyn Levine (1996) (Member, Thesis Committee) (GSIA)	Duke University
S. Rajiv (1995) (Member, Thesis Committee) (GSIA)	University of Chicago

### **Doctoral Student Supervision (at other Universities)**

Saran Wangalee (Current) (Chair) (Chulalongkorn University)	
Mike Walsh (2005) (Member, Thesis Committee) (University of Pittsburgh)	
Rama Subramaniam (2005) (Member, Thesis Committee) (University of Pittsburgh)	
Xin He (2004) (Member, Thesis Committee) (University of Pittsburgh)	
Yinlong Zhang (2004) (Member, Thesis Committee) (University of Pittsburgh)	
Adwait Khare (2003) (Member, Thesis Committee) (University of Pittsburgh)	

## PROFESSIONAL ACTIVITIES

### Conference Talks

Pengfei Liu, Jian Ni and Ajay Kalra, "The Role of Marketing in Charitable Donation" *Marketing Science Conference*, Baltimore, 2015

Wei Zahng, Ajay Kalra and Alexander Chaudhury, "The Impact of Day Characteristics on Patient Compliance," *Marketing Science Conference*, Baltimore, 2015

Saran Wanglee, Ajay Kalra and Pavitra Jindahra "Are You What You Eat? How Flavours Influence Risk Preferences in Asian Consumers" China India Insights Conference, Lijiang, 2014

Wei Zhang and Ajay Kalra, "Does the Device Consumers Use for Online Shopping Matter?" presented at Sasin School, Chulalongkorn University, 2014

Ajay Kalra and Wei Zhang, "Assessing Salespeople's Performance: An Empirical Approach", *Marketing Science Conference*, Istanbul, Turkey, 2013

Claudiu Dimofte, Ronald Goodstein and Ajay Kalra, "Consumer Response to Context Sensitive Advertising," Society of Consumer Psychology, San Antonio, 2013

Saran Wanglee and Ajay Kalra, "All Fun and Games? The Impact of Playfulness On Consumer Decision Making," Society of Consumer Psychology, Singapore, 2012

Saran Wanglee and Ajay Kalra, "You Are What You Eat: How Tastes Impacts Risk Preferences in Asian Consumers," Society of Consumer Psychology, Singapore, 2012

Saran Wanglee and Ajay Kalra, "You Are What You Eat: How Tastes Impacts Risk Preferences in Asian Consumers," Global Marketing Conference, Seoul, 2012

Meng Zhu and Ajay Kalra, "Resource Abundance and Conservation in Consumption" presented at Society of Consumer Psychology, Florence, Italy (2012)

Ajay Kalra and Wei Zhang, "Metrics for Assessing Salespeople's Relative Selling Effectiveness: An Empirical Approach", *Thought Leadership on the Sales Profession Conference*, Harvard Business School, Boston, MA, 2012

Ajay Kalra and Wei Zhang, "The Effect of Construal Levels on Quality Choice and Satisfaction: An Empirical Investigation", *Marketing Science Conference*, Boston University, Boston, MA, 2012

Resource Abundance and Conservation in Consumption” presented at Association for Consumer Research Conference, Jacksonville (2010)

“How Purchase Behavior Differs for Vice and Virtue Products,” presented at the Marketing Research Forum, Cheung Kong Graduate School of Business, Beijing (2009)

“How Purchase Behavior Differs for Vice and Virtue Products,” presented at the Society for Consumer Psychology Conference, San Diego (2009)

“Minding the Mindsets in Context Effects presented at the Association for Consumer Research Conference, Pittsburgh (2009)

“Minding the Mindsets in Context Effects presented at the Society for Consumer Psychology Conference, San Diego (2009)

“To Listen or Not to Listen: Response to Contradictory Information” presented at the Marketing Science Conference, Ann Arbor (2009)

“Predicting Learning Curves” presented at Behavioral Decision Research in Management Conference, San Diego (2008)

“When Should Firms Reveal Their Bestsellers?” presented at the Summer Institute in Competitive Strategy, Berkeley (2008)

“When Should Firms Reveal Their Bestsellers?” presented at the Marketing Science Conference, Vancouver (2008)

“How Purchase Behavior Differs for Vice and Virtue Products,” presented at the Marketing Science Conference, Singapore (2007)

“Purchases of Extended Service Contracts,” presented at the Marketing Science Conference, Rotterdam (2006)

“Competitors or Enemies: How Attitude Towards Competitors Impacts Decision Making.” presented at the Marketing Science Conference, Rotterdam (June 2004)

“The Strategic Role of Private Labels on Retail Competition” presented at the Marketing Science Conference, Maryland (June 2003)

“Service Quality Signaling Through Specialization: The Role of Human Capital Inputs,” presented at the Marketing Science Conference, Edmonton (June 2002)

“Designing Value-Maximizing Sweepstakes and Contests: A Theoretical and Experimental Perspective” presented at the Marketing Science Conference, Weisbaden (June 2001)

“Designing Optimal Sales Contests” presented at the Marketing Science Conference, Los Angeles (June 2000)

“Relating Ad Content to the Contextual Environment: The Effects on Memory and Attitudes” presented at the Association for Consumer Psychology, Ann Arbor (May 2000)”

“When Old is Gold: The Role of Business Longevity” presented at the Marketing Science Conference, Syracuse (July 1999)

“Salesforce Compensation Schemes and Consumer Inferences” presented at the Marketing Science Conference, INSEAD (July 1998)

“Risk Behavior of Sales Managers in Response to Quotas and Contests” presented at the Marketing Science Conference, INSEAD (July 1998)

“Salesforce Compensation Schemes and Consumer Inferences” presented at the INFORMS Fall Meeting, Dallas (October 1997)

“The Relative Efficiency of Alternative Salesforce Contest Designs: A Theoretical and Experimental Analysis” presented at the Marketing Science Conference, Berkely ( March 1997)

“Signaling New Product Quality When Firms Have Reputations: An Experimental Approach” presented at the Marketing Science Conference, Berkely ( March 1997)

“The Impact of Advertising Positioning Strategies on Consumer Price Sensitivity” presented at the Association of Consumer Research Conference, Boston (October 1996)

“The Impact of Advertising Content on Consumer Price Sensitivity” presented at the Marketing Science Conference, Sydney (July 1995)

“New Product Introductions: When Not to React” presented at the Marketing Science Conference, Sydney (July 1995)

“Unconscious Advertising Processing and Feelings” presented to the Association of Consumer Research Conference, Tennessee (October 1994).

“When Do Non Performance Cues Affect Quality Perceptions: The Case of Fit and Finish” presented at the Conference of the Society of Consumer Psychology, St Petersburg (Feb 1994).

“The Quality Double Whammy: The Rich Get Richer” presented at the Marketing Science Conference, London (March 1993).

"A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions",



presented to the 2<sup>nd</sup> Services Marketing Conference at Vanderbilt University (March 1992).

"Subliminal Messages: The Mediating Effects of Arousal and Temporal Distance on Choice"  
presented at the American Marketing Association Winter Meeting, Orlando (February 1991).

"A Study to Examine the Predictive Effectiveness of Brand Anchored Attributes in Conjoint  
Analysis" presented at the Marketing Science Conference, Durham (February 1991).

"The Usefulness of Brand Anchors in Assessing Preference Structures", presented at the  
Marketing Science Conference, Urbana (April 1990).

### **Membership in Professional Activities**

#### **Member**

American Marketing Association

TIMS/ORSA

Association of Consumer Research

Society of Consumer Psychology

## **Awards, Prizes, Honors**

Chosen by the Society for Marketing Science, with the endorsement of the Marketing Science Institute and the Institute for the Study of Business Markets for having one of the 20 most influential articles written over the past 25 years, 2007.

Finalist, John D.C. Little Award (1999) (*Management Science and Marketing Science*)

William F. O'Dell Award (1998), (*Journal of Marketing Research*)

Cited in list of "Outstanding Faculty," *Business Week Guide to the Best Business Schools*, 1995 ed.

George Leland Bach Award for Excellence in the Classroom (*Teacher of the Year*) (1994)

## **Editorial Boards**

*Marketing Letters* (2001- )

*Marketing Science* (2011-)

*Journal of Marketing* (2002 -2005)

## **Ad Hoc Reviewer**

*Program Committee ACR, Management Science, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, International Journal of Research in Marketing, Journal of Retailing, Summer Marketing Educators Conference.*

## **SERVICE**

### **At Rice**

Member, Faculty Council (2015-)

Member, Honorary Title

Member, P&T Committee (2013-)

Marketing PhD Coordinator (2013-2015 )

Chair, Behavioral Research Committee (2010-)

Member, Research Committee (2008-2012)

Chair, Research Committee (2009-2010)

Member, Information Technology Advisory Committee (2010-2014)

Faculty Advisor Marketing Club (2009-2011)

Co-Chair Marketing Science Conference (2011)