

KIRAN PEDADA
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ACADEMIC POSITIONS

Indian School of Business (ISB) <i>Assistant Professor of Marketing</i>	2018 - present
Rawls College of Business, Texas Tech University <i>Part-time Instructor – Department of Marketing</i>	2015 – 2018

EDUCATION

- Ph.D. in Business Administration (Marketing)*, Texas Tech University, 2018
Dissertation: "Essays on International Joint Venture Dissolutions in Emerging Markets"
Committee: Mayukh Dass, Venky Shankar (Texas A&M), Shelby Hunt, Dennis Arnett
- B. Tech in Mechanical Engineering*, Jawaharlal Nehru Technological University, 2004

HONORS AND AWARDS

Research

- The Center for Innovation and Entrepreneurship Research Fellow, ISB 2018 - Present
AMA-Sheth Foundation Doctoral Consortium Nominee, 2018
Best Dissertation Proposal Award (Runner-up), Society for Marketing Advances, 2017
ISMS Doctoral Consortium Fellow, University of Southern California, 2017
AMS Doctoral Consortium Fellow, 2017
ISBM PhD Camp Fellow, Emory University, 2016
Outstanding Contributions to Research as a Doctoral Student Award, Texas Tech University, 2016
The CH Foundation Scholarship, Texas Tech University, 2016-17
Rawls Graduate Scholarship, Texas Tech University, 2015-16, 2017-18
China India Insights Conference Doctoral Travel Award, Yale School of Management, 2015, 2017
ISMS Doctoral Consortium Fellow, Johns Hopkins University, 2015
Hunt Scholarship, Texas Tech University, 2014-15

Teaching

TTU Helen DeVitt Jones Excellence in Graduate Teaching Award (University-wide Award), 2017
 Outstanding Contributions to Teaching as a Doctoral Student Award, Texas Tech University, 2017
 Best Faculty Feedback (PGDM 2012-13), Narsee Monjee Institute of Management Studies, 2013

Others

Beta Gamma Sigma Honor Society, 2018
 Global Winner (Mentor), GSVC, Haas School of Business, University of California, 2012
 Finalist, Asia-Africa Regional Rounds, GSVC, Indian School of Business, 2010

RESEARCH INTERESTS

Marketing Strategy, Emerging Markets, Marketing Alliances, Mergers and Acquisitions, Innovation, New Product Development

TEACHING INTERESTS

Marketing Strategy, Business-to-Business Marketing, New Product Development, International Marketing, Sales Management, Retailing Strategy, Marketing Research

RESEARCH

Working Papers

Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “The Effects of International Marketing Joint Venture Dissolutions on the Shareholder Value of Emerging Market Firms,” Working paper. Target journal: *Journal of Marketing*

Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets,” Working paper. Target journal: *Journal of Marketing Research*

Pedada, Kiran, S. Arunachalam, and Mayukh Dass, “A Theoretical Model of Life-Cycle of International Marketing Joint Ventures in Emerging Markets,” Working paper. Target journal: *Journal of Marketing*

Pedada, Kiran, Mark Ratchford, and Mayukh Dass, “The Effects of International Marketing Joint Venture Formations in Emerging Markets on Consumer Brand Attitudes,” Working paper. Target journal: *Journal of Marketing Research*

Research in Progress

Pedada, Kiran, “The Causal Effects of Emerging Market Firm Acquisitions in Developed Markets on Emerging Market Firm’s Innovation Performance,” Data collection in progress. Target journal: *Journal of Marketing Research*

Pedada, Kiran and Dennis Arnett, “Private Label Brands and Supplier-Retailer Relationships: Understanding the Cooperative/ Competitive Setting,” Conceptual paper. Writing phase. Target journal: *Journal of Marketing*

Eapen, Tojin, Kiran Pedada, and Rajdeep Grewal “Technical Creativity and Incentives: Evidence from Field Experiments,” Research design phase. Target journal: *Marketing Science*

Other Published Reports and Articles in Research Magazines

Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass (2018), “Negotiating International Marketing Joint Venture Dissolutions in Emerging Markets,” *ISBInsight, Jan-Jul 2018*, ISB.

Hanson, Nicole and **Kiran Pedada** (2014), “The Future of Marketing in a Multi-channel and Multi-screen World,” *Marketing Science Institute Report No.14-302*, Cambridge, MA: Marketing Science Institute.

Pedada, Kiran and Kutti Krishnan (2011), “Marketing in Emerging Economies,” *Marketing Science Institute Report No.10-305*, Cambridge, MA: Marketing Science Institute.

CONFERENCES AND INVITED PRESENTATIONS

Pedada, Kiran, Mark Ratchford, and Mayukh Dass, “The Effects of International Marketing Joint Venture Formations in Emerging Markets on Consumer Brand Attitudes.”

- 2018 Yale China India Insights Conference, INSEAD Singapore (July 5-7, 2018)
- 40th ISMS Marketing Science Conference, Temple University (June 13-16, 2018)
(Presented by Mark Ratchford)

Pedada, Kiran, S. Arunachalam, and Mayukh Dass, “A Theoretical Model of Life-Cycle of International Marketing Joint Ventures in Emerging Markets.”

- JAMS-ISB Thought Leaders’ Conference on Managing Business and Innovation in Emerging Markets, Indian School of Business (April 26-28, 2018) (Presented by S. Arunachalam)

Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets.”

- 2017 Yale China India Insights Conference, New York (September 28-30, 2017)
- 39th ISMS Marketing Science Conference, University of Southern California (June 7-10, 2017)
- 2017 AMA Winter Marketing Educator’s Conference, Orlando, FL (February 17-19, 2017)

Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass, “The Effects of International Marketing Joint Venture Dissolutions on the Shareholder Value of Emerging Market Firms.”

- *Texas Marketing Faculty Research Colloquium*, Baylor University (March 23-24, 2017)
- *Marketing Seminar Series*, Indian School of Business (January 12, 2017)
- *2015 Yale China India Insights Conference*, New York (September 18-19, 2015)
- *37th ISMS Marketing Science Conference*, Johns Hopkins University (June 18-20, 2015)

Israel, Duraipandian, **Kiran Pedada**, and Debasis Pradhan, “Impact of Retail Crowding on Shopper Satisfaction and Behavior – A Comparative Study of Developed and Emerging Markets.”

- *2016 Yale China India Insights Conference*, London Business School (July 21-23, 2016)
(Presented by Debasis Pradhan)

Pedada, Kiran, Xinchun Wang, and Divya Keshamoni, “Key Resources for Retailers for Premium Private Label Success.”

- *2015 AMA Summer Educator’s Conference*, Chicago, IL (August 14-16, 2015)

TEACHING EXPERIENCE

Rawls College of Business, Texas Tech University

Undergraduate

Course	Year	Evaluations
Sales Management (Online)	Fall 2017	4.56/5
Marketing Research and Analysis	Spring 2016	4.78/5
Fundamentals of Marketing	Fall 2015	4.55/5
Introduction to Marketing	Summer I 2015	4.85/5

WORK EXPERIENCE

Indian School of Business (ISB) <i>Academic Associate and Consultant</i>	2009 - 2013
Maytas Infrastructure Limited <i>Business Analyst – Corporate Strategy Group</i>	2008 - 2009
Mott MacDonald India Private Limited <i>Consultant – Marketing and Strategy</i>	2007 - 2008

INSTITUTIONAL SERVICE

Assurance of Learning Committee, Indian School of Business, 2018- present

TRAININGS RELATED TO TEACHING

TTU Groundwork Program organized by TLPDC, Texas Tech University, 2015

ISB-Ivey Case Teaching Workshop, Indian School of Business, 2012

ISB-Ivey Case Writing Workshop, Indian School of Business, 2012