

**KIRAN PEDADA**  
**Assistant Professor of Marketing**  
**Indian School of Business (ISB)**

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**ACADEMIC APPOINTMENTS**

Indian School of Business (ISB)  
*Assistant Professor of Marketing* 2018 - present

Kenan-Flagler Business School, University of North Carolina at Chapel Hill  
*Visiting Scholar – Area of Marketing* (Sponsor: Rajdeep Grewal) Fall 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 (CIE) 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, 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*

### **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,” *ISB Insight, 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.”

- 2019 AMA Winter Marketing Educator’s Conference, Austin, TX (February 22-24, 2019)
- 2018 Yale China India Insights Conference, INSEAD Singapore (July 5-7, 2018)
- 40<sup>th</sup> 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.”

- 2019 AMA Winter Marketing Educator’s Conference, Austin, TX (February 22-24, 2019)
- 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)
- 39<sup>th</sup> 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)
- *37<sup>th</sup> 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

### Indian School of Business

#### Post Graduate Program

| Course                         | Year        | Evaluations |
|--------------------------------|-------------|-------------|
| Business-to-Business Marketing | Spring 2019 | -           |

### Rawls College of Business, Texas Tech University

#### Undergraduate Program

| 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      |

## SERVICE

### Service to Academia

Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*, 2018 - present

Ad Hoc Reviewer, *International Journal of Research in Marketing*, 2018 - present

### **Institutional Service**

Faculty Recruitment Coordinator, Area of Marketing, ISB, 2019 –  
 Academic Committee, Technology Entrepreneurship Programme, ISB, 2018- present  
 Assurance of Learning Committee, ISB, 2018- present

### **OTHER WORK EXPERIENCE**

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|---|-------------|
| <i>Rawls College of Business, Texas Tech University</i><br><i>Part-time Instructor, Area of Marketing</i> | 2015 - 2018 |
| Indian School of Business (ISB)<br><i>Academic Associate and Consultant</i>                               | 2009 - 2013 |
| Maytas Infrastructure Limited<br><i>Business Analyst – Corporate Strategy Group</i>                       | 2008 - 2009 |
| Mott MacDonald India Private Limited<br><i>Consultant – Marketing and Strategy</i>                        | 2007 - 2008 |