

KIRAN PEDADA

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EMPLOYMENT

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

OTHER AFFILIATIONS/ VISITING POSITIONS

Kenan-Flagler Business School, University of North Carolina at Chapel Hill
Visiting Scholar – Area of Marketing (Sponsor: Rajdeep Grewal) Fall 2018

The Center for Innovation and Entrepreneurship, ISB
CIE Research Fellow 2018 - present

EDUCATION

Texas Tech University
Ph.D. in Business Administration (Marketing) 2014 – 2018

- Dissertation: "Essays on International Joint Venture Dissolutions in Emerging Markets"
- Committee: Mayukh Dass, Venky Shankar (Texas A&M), Shelby Hunt, Dennis Arnett
- *Winner of the 2019 AMS Mary Kay Inc. Doctoral Dissertation Award*

Jawaharlal Nehru Technological University
B.Tech in Mechanical Engineering 2000 – 2004

HONORS AND AWARDS

Research

2019 - Winner of the AMS Mary Kay Dissertation Award, Academy of Marketing Science

2018 - AMA Sheth Foundation Doctoral Consortium Nominee, Leeds University

2017 - Best Dissertation Proposal Award (Runner-up), Society for Marketing Advances

2017 - ISMS Doctoral Consortium Fellow, University of Southern California

2017 - AMS Doctoral Consortium Fellow, San Diego

2016 - ISBM Ph.D. Camp Fellow, Emory University

2016 - Outstanding Contributions to Research as a Doctoral Student, Texas Tech University

2016 - 2017 - The CH Foundation Scholarship, Texas Tech University

2015 - 2018 - Rawls Graduate Scholarship, Texas Tech University

2015, 2017 - China India Insights Conference Travel Award, Yale School of Management

2015 - ISMS Doctoral Consortium Fellow, Johns Hopkins University

2014 - 2015 - ISMS Doctoral Consortium Fellow, Johns Hopkins University

Teaching

2017 - TTU Helen DeVitt Jones Excellence in Graduate Teaching Award (University-wide)

2017 - Outstanding Contributions to Teaching as a Doctoral Student, Texas Tech University

Others

2018 - Beta Gamma Sigma Honor Society

2012 - Global Winner (Mentor), GSVC, Hass School of Business, UC Berkeley

2010 - Asia-Africa Regional Rounds Finalist, GSVC, ISB

RESEARCH INTERESTS

Marketing Strategy, Emerging Markets, Marketing Alliances, Mergers and Acquisitions, Innovation, Creativity

TEACHING INTERESTS

Marketing Strategy, Business-to-Business Marketing, International Marketing, Key Account Management, Marketing Research, Business Analytics

RESEARCH

Journal Publications

Pedada, Kiran, S. Arunachalam, and Mayukh Dass (2019), "A Theoretical Model of the Formation and Dissolution of Emerging Market International Marketing Alliances," *Journal of the Academy of Marketing Science*, forthcoming

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*

Research in Progress

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

Pedada, Kiran, and Shekhar Misra, “The Effects of Alliance Dissolution on Rivals’ Performance,” Analysis phase. Target journal: *Journal of Marketing*

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*

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*

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, and Shekhar Misra, “The Effects of Alliance Dissolution on Rivals’ Performance.”

- *41st ISMS Marketing Science Conference*, Rome, Italy (June 20-22, 2019)
- *Marketing Strategy Meets Wall Street Conference*, INSEAD (June 17-18, 2019)

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 (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.”

- *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)*
- *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)*

TEACHING EXPERIENCE

Indian School of Business

Post Graduate Program

Course	Year
Business-to-Business Marketing	Spring 2019
Business Analytics	Spring 2019

Rawls College of Business, Texas Tech University

Undergraduate Program

Course	Year
Sales Management (Online)	Fall 2017
Marketing Research and Analysis	Spring 2016
Fundamentals of Marketing	Fall 2015
Introduction to Marketing	Summer I 2015

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 – present

Academic Committee, Technology Entrepreneurship Programme, CIE, ISB, 2018- present

Assurance of Learning Committee, ISB, 2018- present

OTHER WORK EXPERIENCE

Rawls College of Business, Texas Tech University
Part-time Instructor, Area of Marketing 2015 - 2018

Indian School of Business (ISB)
Academic Associate and Consultant 2009 - 2013

Maytas Infrastructure Limited
Business Analyst – Corporate Strategy Group 2008 - 2009

Mott MacDonald India Private Limited
Consultant – Marketing and Strategy 2007 - 2008