

Kartik Kalaignanam
Darla Moore School of Business
University of South Carolina
E-mail: kartik.kalaignanam@moore.sc.edu
Personal Webpage: www.kartikkalaignanam.net
LinkedIn: <https://www.linkedin.com/in/kartikkalaignanam>

ACADEMIC POSITIONS

Dates	Position
2019-	Professor of Marketing & Moore Fellow University of South Carolina
2014- 2019	Associate Professor of Marketing University of South Carolina
2007-2014	Assistant Professor of Marketing University of South Carolina

EDUCATION

2007	Doctorate of Philosophy in Marketing, Texas A&M University
2002	Master of Science, Marketing and E-commerce, Texas A&M University
1994	Bachelor of Engineering (Instrumentation), University of Mumbai

HONORS AND AWARDS

2021	MBA Elective Professor of the Year
2020	Outstanding Reviewer, <i>Journal of Marketing</i>
2020	MBA Elective Professor of the Year
2020	Faculty Fellow, AMA Sheth Doctoral Consortium, Indiana University, (<i>postponed to 2021</i>)
2019	Faculty Fellow, Marketing Strategy Consortium, Indiana University (<i>unable to attend</i>)

2019	Moore Fellow, Darla Moore School of Business
2016	Best Overall Paper in the Conference, AMA Summer Conference
2016	Best Paper in the Marketing Strategy Track, AMA Summer Conference
2015	Best Paper in the Interorganizational Issues Track, AMA Summer Conference
2015	Finalist, ISMS Long Term Impact Award
2015	Finalist, Best Paper, OM Division, Academy of Management
2006	Winner, PDMA Doctoral Dissertation Competition
2005	Finalist, 2005 ISBM Doctoral Dissertation Competition
2004	Best Paper in the E-Commerce and Technology Track, AMA Summer Conference

RESEARCH INTERESTS

My research program focuses on two substantive themes. The first theme examines the impact of product development/management issues on firm performance. A significant proportion of my research efforts focuses on understanding firm behavior before and product recalls, and the relevance of business practices such as using common parts across products, modular products and product development outsourcing for product quality. My research has investigated issues such as:

- 1) Does firm behavior change after product recalls? Do firms learn from failures such as product recalls?
- 2) Why do some firms recall late compared to other firms? What are the drivers and consequences of time to recall?
- 3) How does product modularity influence product recalls? Does the alignment of buyersupplier networks and product architecture influence product quality and product recalls?
- 4) How does product development outsourcing impact immediate and future product quality?
When should firms outsource product development versus perform it inhouse?
- 5) What is the impact of regulations in managing product recall compliance?

The second stream of research investigates the influence of emerging CRM practices on performance. Specifically, this stream examines the impact of CRM outsourcing and CRM personalization on performance metrics.

REFEREED PUBLICATIONS

- 1) Pagiavlas, Sotires, Kartik Kalaignanam, Manpreet Gill and Paul Bliese (2021), Regulating Product Recall Compliance in the Digital Age: Evidence from the “Safe Cars Save Lives” Campaign” *Journal of Marketing*, Conditionally Accepted.
- 2) Kalaignanam, Kartik, Kapil Tuli, Tarun Kushwaha, Leonard Lee and David Gal (2021), “Marketing Agility: The Concept, Antecedents and a Research Agenda,” *Journal of Marketing*, 85(1), 35-58. ([pdf](#))
 - JM/Marketing Science Institute (MSI) Special Issue
 - Invited commentaries from Ann Lewnes (CMO, Adobe) and Nick Hughes (4R Digital) and Rajesh Chandy (London Business School)
 - Paper selected by the Editor for JM Webinar for Marketing Professionals
 - Top ten most read papers in JM the last six months
(<https://journals.sagepub.com/action/showMostReadArticles?journalCode=jmxa>)
- 3) Kalaignanam, Kartik, Tarun Kushwaha and Rajavi Koushyar (2018), “How Does Web Personalization Create Value for Online Retailers? Lower Cash Flow Volatility or Enhanced Cash Flows,” *Journal of Retailing*, 94(3), 265-279. ([pdf](#))
- 4) Kalaignanam, Kartik, Tarun Kushwaha and Anand Nair (2017), “The Product Quality Impact of Aligning Buyer-Supplier Network Structure and Product Architecture: An Empirical Investigation in the Automobile Industry,” *Customer Needs and Solutions*, 4(September), 1-17. ([pdf](#))
 - Lead Article
 - Finalist for the Best Paper, OM Division, Academy of Management, 2015
- 5) Kalaignanam, Kartik, Tarun Kushwaha and Tracey Swartz (2017), “The Differential Impact of NPD Make/Buy Choices on Immediate and Future Product Quality: Insights from the Automobile Industry,” *Journal of Marketing*, 81(November), 1-17. ([pdf](#))
 - Lead Article
 - Best Paper (Interorganizational Issues Track) at AMA Marketing Educators’ Summer Conference, 2015
- 6) Eilert, Meike*, Satish Jayachandran*, Kartik Kalaignanam* and Tracey Swartz (2017), “Does It Pay to Recall Your Product Early? An Empirical Investigation in the Automobile Industry,” *Journal of Marketing*, 81(May), 111-129. ([pdf](#))

*Equal Contribution

- 7) May, Frank, Monga, Alokparna Basu and Kartik Kalaignanam (2015), “Consumer Responses to Brand Failures: The Neglected Role of Honor Values,” *Review of Marketing Research* (Special Issue on Brand Meaning Management), Special Issue Editors: Deborah J. MacInnis and C. Whan Park. Publisher: Emerald, Volume (12), 257-291. ([pdf](#))
- 8) Kalaignanam, Kartik and Cem Bahadir (2013), “Corporate Brand Name Changes and Business Restructuring: Is the Relationship Complementary or Substitutive,” *Journal of the Academy of Marketing Science*, 41(4), 456-472. ([pdf](#))
- 9) Kalaignanam, Kartik, Tarun Kushwaha and Meike Eilert (2013), “The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry,” *Journal of Marketing*. 77(March), 41-57. ([pdf](#))
 - Media coverage in CNBC, WSJ, Reuters and Yahoo! News and several other regional outlets.
- 10) Jayachandran, Satish, Kartik Kalaignanam and Meike Eilert (2013), Product and Environmental Social Performance: Varying Effect on Firm Performance, *Strategic Management Journal*, 34(10), 1255-1264. ([pdf](#))
 - Selected by the Network of Business Sustainability at Ivey Business School, Canada, for circulation to approximately 3000 managers via their newsletter
 - Selected by Impact Magazine (formerly AsianNGO Magazine) for circulation to an online subscriber base of 50,000 and print subscriber base of 1000. – <http://nbs.net/knowledge/three-tips-for-profiting-from-csr-activities/>
- 11) Kalaignanam, Kartik, Tarun Kushwaha, J.B. Steenkamp and Kapil Tuli (2013), “The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective,” *Management Science*, 59(March), 748-769. ([pdf](#))
- 12) Kalaignanam, Kartik, and Rajan Varadarajan (2012), “Offshore Outsourcing of Customer Relationship Management: Conceptual Model and Research Propositions,” *Journal of the Academy of Marketing Science*. 40(2) 347-363. ([pdf](#))
- 13) Kalaignanam. Kartik, Tarun Kushwaha, Rajan Varadarajan (2008), “Marketing Operations Efficiency and the Internet: An Organizing Framework,” *Journal of Business Research*. 61(4) 300-308. ([pdf](#))

14) Kalaignanam, Kartik, Venkatesh Shankar, Rajan Varadarajan (2007), “Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships,” *Management Science*. 53 357- 74. ([pdf](#))

- Finalist, ISMS Long Term Impact Award, 2015
- Lead article
- Reprinted in *New Product and Services Development* (Gatignon, Ed.), SAGE Publications, 2010.

BOOK CHAPTERS

15) Kalaignanam, Kartik (2018), “The Alphas and Omegas of Research and Publishing: A Primer on Rajan Varadarajan’s Perspectives,” *Legends in Marketing* (Rajan Varadarajan), Volume 4, 1-12, *Forthcoming*. ([pdf](#))

16) Kalaignanam, K., and R. Varadarajan (2006), “Customers as Co-Producers: Implications for Marketing Strategy Effectiveness and Marketing Operations Efficiency,” in R.F. Lusch and S.L. Vargo (Eds.), *Toward a Service-Dominant Logic for Marketing: Dialog, Debate and Directions*. (Armonk, NY: M.E. Sharpe), 270-281. ([pdf](#))

TEACHING EXPERIENCE

Pricing Strategy and Analytics
Full Time/Professional MBA & Undergraduate

Marketing Strategy and Planning
Undergraduate

Seminar on Empirical Marketing Strategy *Doctoral*

PROFESSIONAL SERVICE

- Editorial Review Board: *Journal of Marketing* (2018-)
- Ad-hoc reviewer: *Journal of Marketing Research, Management Science, International Journal of Research in Marketing, Journal of Retailing, Production & Operations Management, Manufacturing Service & Operations Management, Decision Sciences, Journal of International Marketing, Journal of Operations Management, Journal of Management Studies*

- Ad-hoc reviewer: Shankar-Spiegel Doctoral Dissertation Award, PDMA Doctoral Dissertation Competition, MSI Clayton Alden Doctoral Dissertation Competition
- Tenure and Promotion letter writer (multiple universities)

DOCTORAL STUDENT ADVISING/MENTORING

2013 Meike Eilert, first placement: University of Nebraska, Lincoln

2018 Tracey Swartz, first placement: Georgia Institute of Technology

2020 Sotires Pagiavlas, first placement: Penn State University, State College

INDUSTRY POSITIONS

Marketing Program Coordinator, Conns Inc., TX (2001- 2001)

Marketing Manager, Netaphase Consulting, Mumbai, India. (2000-2000)

Regional Sales Coordinator, adidas, Mumbai, India. (1998-2000)

Area Sales Executive, Voltas Ltd., Mumbai, India. (1997-1998)

Engineer, Bombay Dyeing and Manufacturing Co. Ltd, Mumbai, India. (1994-1995)

PROFESSIONAL AFFILIATIONS

INFORMS, American Marketing Association

PERSONAL

U.S. Citizen