

THE UNIVERSITY OF MICHIGAN

Regents Communication

ACTION REQUEST

Subject: Report of Faculty Retirement

Action Requested: Adoption of Retirement Memoir

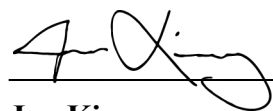
Rajeev Batra, Ph.D., Sebastian S. Kresge Professor of Marketing and professor of marketing in the Stephen M. Ross School of Business, retired from active faculty status on December 31, 2025.

Professor Batra received his B.A. degree in economics from the University of Delhi (1975), a post-graduate diploma in management (marketing) from the Indian Institute of Management, Ahmedabad (1977), an M.S. degree in advertising from the University of Illinois at Urbana-Champaign (1980), and a Ph.D. degree in business (marketing) from Stanford University (1984). He began his career as a brand manager at Chesebrough-Pond's Inc. in India and then held faculty positions at Columbia University and the University of Texas at Austin. He joined the University of Michigan faculty as an associate professor in 1989, earned tenure in 1991, and was promoted to professor in 1997. He was named the Sebastian S. Kresge Professor of Marketing in 1999.

Professor Batra is an internationally recognized scholar of branding, consumer behavior, and advertising whose work has shaped the fields of global branding, consumer-brand relationships, and emotional advertising. His research on brand strategy, brand love and brand coolness, global brands, and consumer attitudes has been widely published in top-tier journals and has been honored with numerous awards for its long-term impact on marketing theory and practice. A fellow of the Society of Consumer Psychology and a highly cited scholar in his field, he has served on the editorial boards of many of the discipline's leading journals and has co-edited several influential special issues. At Ross, he has contributed significantly to doctoral education through his Ph.D. seminar on behavioral research in advertising and branding and through mentoring doctoral students around the world. Professor Batra is also a highly regarded and engaged teacher in the BBA, MBA, and Ph.D. programs, as well as in Executive Education and William Davidson Institute programs, and has been repeatedly recognized as a top instructor and outstanding faculty member. Within the school and university, he has provided extensive service in leadership and governance roles, including service as area chair of the marketing department, director and co-director of centers and institutes, a member of key school committees, and faculty ombudsman.

The Regents now salute this distinguished teacher and scholar for his dedicated service by naming **Rajeev Batra, Sebastian S. Kresge Professor Emeritus of Marketing and professor emeritus of marketing.**

Requested by:



Jon Kinsey
Vice President and Secretary of the University

February 2026