

PROMOTION RECOMMENDATION
The University of Michigan
Stephen M. Ross School of Business

Approved by the Regents
May 14, 2009

Puneet Manchanda, associate professor of marketing, with tenure, Stephen M. Ross School of Business, is recommended for promotion to professor of marketing, with tenure, Stephen M. Ross School of Business.

Academic Degrees

PhD	1998	Graduate School of Business, Columbia University
MS	1997	Graduate School of Business, Columbia University
MBA	1990	Indian Institute of Management, Ahmedabad, India
BE	1987	Electrical and Electronics Engineering Birla Institute of Technology and Science, Pilani, India

Professional Record:

2007-Present	University of Michigan, Stephen M. Ross School of Business Associate Professor of Marketing
2003-2007	University of Chicago, Graduate School of Business Associate Professor of Marketing,
1998-2003	University of Chicago, Graduate School of Business Assistant Professor of Marketing
1995-1998	Lecturer in Marketing, Columbia University

Summary of Evaluation:

Teaching: Professor Manchanda is an exciting and engaging teacher who uses a wide variety of tools and methods to ensure that class material is relevant to contemporary and emerging business issues. In his capstone marketing course for MBA students, he emphasizes collaboration between students and the instructor and experiential learning. He also teaches in the doctoral program and mentors doctoral students. He is an exceptional teacher, whose teaching evaluations across all courses have averaged 4.86 on a 5-point scale.

Research: Professor Manchanda's research focuses within the methodological domain of Bayesian econometrics. In terms of substantive issues, his three main research streams are (i) the effect of marketing communication to influence consumer behavior, (ii) the effect of marketing tools (price, promotions) on sales of assortments, and (iii) the effect of social networks on the adoption of new products. He is known as a scholar who is able to intimately comprehend sophisticated methodologies and to use them to gather insights for marketing questions. He is a prolific scholar whose work has been published in the best marketing journals such as the *Journal of Marketing Research* and *Marketing Science*. His work has had impact on the field. For example, Professor Manchanda's 2004 *Journal of Marketing Research* article titled "Response Modeling with Non-Random Marketing Mix Variables," was highlighted by the recent editor of *Marketing Science* as one of two "home-run articles" in the marketing field. This is even more of a testimonial given that the *Marketing Science* editor is using a *Journal of Marketing Research* piece as a home run example. His article titled "The 'Shopping Basket': A Model for Multi-Category Purchase Incidence Decisions," which appeared in *Marketing Science* in 1999, started a new field of research.

Recent and Significant Publications:

Dong, X, Manchanda, P, Chintagunta, PK. Quantifying the benefits of individual level targeting in the presence of firm strategic behavior. *Journal of Marketing Research*, 46(April), 2009.

Manchanda, P, Xie, Y, Youn, N. The role of targeted communication and contagion in new product adoption. *Marketing Science*, 27(6), 2008.

Hartmann, W, Manchanda, P, Nair, H, (et al.). Modeling social interactions: Identification, empirical methods and policy implications. *Marketing Letters*, 19, 2008.

Manchanda, P, Dube, JP, Goh, K, Chintagunta, PK. The effects of banner advertising on internet purchasing. *Journal of Marketing Research*, 43, 2006.

Dube JP, Hitsch GJ, Manchanda P. An empirical model of advertising dynamics. *Quantitative Marketing and Economics*, 3, 2005.

Narayanan, S, Manchanda, P, Chintagunta, P. Temporal differences in the role of marketing communication in new product categories. *Journal of Marketing Research*, 42, 2005.

Manchanda P, Rossi PE, Chintagunta PK. Response modeling with nonrandom marketing-mix variables. *Journal of Marketing Research*, Vol. XLI, 2004.

Manchanda P, Ansari A, Gupta S. The “shopping basket”: A model for multicategory purchase incidence decisions. *Marketing Science*, 18 (2), 1999.

Service: Professor Manchanda has contributed to the intellectual life of the school and the marketing area. He has revitalized the area speaker series. He also has chaired the marketing area’s faculty recruiting committee for the past two years. He has proven to be most effective in this role and has earned the respect of the group with his organizational skills, thoroughness, fairness, and commitment to effective communication. Professor Manchanda is also very visible in the field. He is on the editorial boards of all the top quantitative marketing journals (*Journal of Marketing Research*, *Marketing Science*, *International Journal of Research in Marketing*, and *Quantitative Marketing and Economics*). He is a frequent presenter at other schools and is well respected within the marketing academic network.

External Reviewers:

Reviewer (A): “In my view Puneet is a very well-trained marketing scientist whose work stands out for its methodological sophistication especially in the use of Bayesian econometrics and the care with which he teases apart the various forces that might confound the particular substantive mechanism he is interested in capturing. This is evident in most of his work, all the way from his dissertation paper to his recent work on social interactions. I support his promotion at Michigan with no hesitation...”

Reviewer (B): “The reason I have identified these papers is that they speak to Puneet’s ability to extend standard models. His thesis paper pushed standard choice models, designed for within category analysis, into analysis applicable to multiple categories. His paper on nonrandom market variables offers a new approach to dealing with strategically determined covariates beyond descriptive measures such as two- and three-stage least squares. His advertising paper examines, among other things, the implications of non-concave responses to advertising and its implications in dynamic games. All three papers push the envelope on statistical modeling in the direction of theory-based specifications and implications. He would clearly be qualified for promotion to full at my institution.”

Reviewer (C): “I understand he is an outstanding teacher, although I have no first hand knowledge of his teaching effectiveness. He presents his research very well at conferences. Consistent with being considered for the rank of full professor, Puneet has been very successful coaching PhD students. He has been advisor and dissertation chair for several graduate students. Puneet is much respected in the field. He voices opinions that are well thought through and people will listen to what he has to say. Thus, my evaluation is that I support his case for Full Professor at Michigan.”

Reviewer (D): “Puneet is a solid contributor to our field and a respected colleague. He is a productive researcher, targets his work towards top-tier journals, and generally reflects strong skills in his research. He was a great hire for Michigan as a tenured associate, and he has a bright future ahead of him.”

Reviewer (E): “In the ten years since he obtained his PhD degree, Puneet has been very active in his research. I count thirteen published papers including four in *JMR* and three in *Marketing Science*, the top journals in his field. In addition, he has four more forthcoming including two in *Marketing Science* and one in *JMR* and three more in advanced stages of review. This is a strong record which puts him in the top group of his cohort in terms of productivity. His record would definitely qualify him for promotion to full professor at my institution. Therefore, I am pleased to recommend him for promotion.”

Reviewer (F): “In sum, Professor Manchanda evidences a long history of innovative, interdisciplinary work. Not only is this work relevant – it is also rigorous and careful in as much as his statistical analyses are careful and the theoretical underpinnings well reasoned. His citation count is high, he is on several editorial boards, and has been a regular speaker at many different seminars...Moreover, unlike many of his cohorts, he has had many invitations to speak in industry conferences, which testifies to the remarkable reach of his research. He also has an exceptional taste for relevant and important problems. To answer one of the questions in your letter, he is one of the intellectual leaders in the field.”

Reviewer (G): “Just looking at Puneet’s research publications, it is crystal clear that for a 1998 PhD he has a remarkable record. The number of A level publications is high. He has worked in quite a few important areas. This is a research record that would qualify for full Professor at my institution.”

Summary of Recommendation:

The outside reviewers’ comments and the placement of his work in the top journals in the field attest to the fact that Professor Manchanda is a leader in his field. One of the eleven outside reviewers’ echoes the concern of a couple of members of the marketing area that this promotion is “too soon” after tenure. For reasons of retention, the likelihood of someone all see as having a bright future and added leadership of the Marketing area at the School, my judgment is that it is appropriate to address this case now. His research is of excellent quality. Professor Manchanda is able to exploit the strength of his work in order to maximize its impact. He adds considerable value to the Marketing area’s research portfolio, to the area of business marketing, and overall to the reputation of the Ross School of Business and University of Michigan.

With this in mind, the Executive Committee and I strongly recommend Professor Manchanda’s promotion to professor of marketing, with tenure, Stephen M. Ross School of Business.



Robert J. Dolan, Dean
Stephen M. Ross School of Business

May 2009