

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

Srinivasaraghavan Sriram, 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

Ph.D.	2004	Purdue University, Krannert School of Management, Management in Marketing, West Lafayette, IN
B.Tech	1995	Indian Institute of Technology, Technology, Madras, India

Professional Record:

2015 – Present	Associate Professor of Marketing, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2008 – 2015	Assistant Professor of Marketing, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2005 – 2008	Assistant Professor of Marketing, University of Connecticut, Storrs, CT
2004 – 2005	Assistant Professor of Marketing, State University of New York at Binghamton, Binghamton, NY
1999-2004	Graduate Instructor, Krannert Graduate School of Management, Purdue University, West Lafayette, IN

Summary of Evaluation:

Teaching: Professor Sriram has performed consistently well, even outstandingly, as an instructor, across a variety of courses and programs. He has achieved consistently high ratings in nearly all of his classes. He has also developed a very popular elective that has a perpetual waitlist in our BBA and MBA programs. Likewise, he is developing one of the marketing area's online MBA classes, a substantial time investment that strengthens Ross' ongoing teaching mission. Lastly, it was noted that his research in digital and health care marketing helps illuminate growing sectors of the economy, and that Professor Sriram's courses were strongly aligned with practice, including engaging outside speakers to help link marketing theory and models to implementation.

Research: Professor Sriram's work focuses on several distinct topic areas within quantitative marketing, all under a rubric of measuring marketing mix effectiveness. The area he is most known for includes his early work on brand and product portfolio management, although more recently he has branched out into content monetization, health care, and two-sided markets. His versatility – both substantive and methodological – is universally acknowledged. Specifically, his research employs a wide palette of methodologies, and he is unusually adept and retooling and assimilating novel techniques as his particular problem calls for them, mainly from the broad areas of estimation and optimization. He is a leader on many of his projects and his ability to consistently do high-quality research is never in question. Professor Sriram is someone whose

skill set is especially valuable in a senior faculty member, for his ability to work productively in multiple sub-areas and in training doctoral students.

Recent and Significant Publications:

Goli, Ali, Pradeep Chintagunta, and S. Sriram (2019), "Effect of Payment on Engagement in MOOCs," Under review at the *Journal of Marketing Research*.

Guo, Tong, S. Sriram, and Puneet Manchanda (2019), "Let the Sun Shine in:" The Impact of Industry Payment Disclosure on Physician Prescription Behavior, forthcoming in *Marketing Science*.

Pancras, Joseph, S Sriram, and V Kumar (2012), "Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment," *Management Science*, Vol. 58, No., 11, 2001-2018.

Pattabhiramiah, Adithya, S. Sriram, and Shrihari Sridhar (2018) "Rising Prices under Declining Preferences: The Case of the U.S. Print Newspaper Industry," *Marketing Science*, 37(1), 97-122.

Sriram, S., and Manohar Kalwani (2007), "Optimal Advertising and Promotion Budgets in Dynamic Markets with Brand Equity as a Mediating Variable," *Management Science*, Vol. 53 (1), 46-60.

Sriram, S., Pradeep Chintagunta, and Puneet Manchanda (2015), "Service Quality Variability and Termination Behavior," *Management Science*, 51(11), 2739-2758.

Service: Professor Sriram has excelled in a wide array of roles during his years at Ross, especially post-tenure. He has stepped up to teach the marketing core when that was needed for a single year; served on the marketing doctoral committee; helped run the doctoral consortium (which showcased Ross internationally); led faculty recruiting; worked productively with doctoral students; and agreed to develop an online elective for the Ross online MBA program. All of this he has done at his own initiative, and with enthusiasm. Externally, he is now an associate editor at two of the indisputably "A" journals in his area, *Journal of Marketing Research* and *Journal of Marketing*, indicating he is viewed as both a leader in the field and a judicious evaluator of new research.

External Reviewers:

Reviewer A: "I think Sriram's record in total, the areas in which he works in, the interestingness of the findings, and the service and teaching accomplishments makes this case a strong one that I support."

Reviewer B: "I admire Sriram's ability to retool himself throughout his career and adopt new empirical methods for his work."

Reviewer C: "Not surprisingly, Sriram's work continues to be published in our leading journals and he has been recognized among the leading scholars of his generation on several occasions."

Reviewer D: "Overall, it seems to me that Sriram both continues to be engaged in research and is carrying an increasing burden in leading the quantitative marketing group at Ross. Both these bode well for his promotion to Full Professor."

Reviewer E: “Sriram has a broad portfolio of papers that address a variety of topics that are of great relevance to marketing.”

Reviewer F: “Sriram has addressed timely issues that are central to developing the field and I am positive that he will continue to do so in the future.”

Reviewer G: “I find the quality of Sriram’s work to be exceptional. The care and detail he undertakes in developing his work is outstanding and a pleasure to read.”

Summary of Recommendation: Professor Sriram’s research program is creative, wide-ranging, and impactful; it is also based on sophisticated resolutions to real-world problems, and shows strong potential for empirical application. His teaching has been consistently excellent, and he was viewed as an asset to the marketing area and Ross School in this regard. Similarly, his service is well beyond what is typical at his career stage, having filled major roles in the marketing area as well as taking on major editorial roles in the profession-at-large. With the support of the marketing area and the Executive Committee, I am pleased to recommend the promotion of Srinivasaraghavan Sriram to professor of marketing, with tenure, Stephen M. Ross School of Business.

A handwritten signature in black ink that reads "D. Scott DeRue". The signature is written in a cursive style with a large, stylized "D" and "R".

D. Scott DeRue
Edward J. Frey Dean of Business
Stephen M. Ross School of Business

May 2020