

Kartik Kalaignanam
Professor of Marketing
Moore Fellow
Darla Moore School of Business
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ACADEMIC POSITIONS

Professor of Marketing (2019-)
University of South Carolina

Associate Professor of Marketing (2013-2019)
University of South Carolina

Assistant Professor of Marketing (2007-2013)
University of South Carolina

EDUCATION

Ph.D., Marketing, Texas A&M University, 2007

Master of Science, Marketing and E-commerce, Texas A&M University, 2002

Bachelor of Engineering (Instrumentation), University of Mumbai, 1994

HONORS AND AWARDS

Faculty Fellow, 11th AIM-AMA Sheth Foundation Doctoral Consortium, 2023

Moore Fellow, Darla Moore School of Business, 2024-

MBA Elective Professor of the Year, 2021

Outstanding Reviewer, Journal of Marketing, 2020

MBA Elective Professor of the Year, 2020

Faculty Fellow, AMA Sheth Doctoral Consortium, Indiana University, 2021

Faculty Fellow, Marketing Strategy Consortium, Indiana University, 2019

Moore Fellow, Darla Moore School of Business, 2019-23

Best Paper in the Marketing Strategy Track, AMA Summer Conference, 2016

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, 2015

Winner, PDMA Doctoral Dissertation Competition, 2006

Finalist, 2005 ISBM Doctoral Dissertation Competition, 2005

SELECTED MEDIA COVERAGE

2013, Do product recalls work?

(<https://www.prnewswire.com/news-releases/do-product-recalls-work-197776711.html>)

2014, Reach of airbag recall spotty in SC- Why is that?

(<https://www.thestate.com/news/business/article13928675.html>)

2020, What's the alternative?' SolarWinds boosts security firms' bottom lines

(<https://www.reuters.com/article/global-cyber-solarwinds-stocks-idCNL1N2J304D>)

2021, Digital marketing improves product recall compliance, providing a new tool to enhance consumer safety (<https://phys.org/news/2021-08-digital-product-recall-compliance-tool.html>)

RESEARCH

My research focuses on understanding the influence of organizational structure, product design architecture and governmental regulation on product quality and public safety outcomes. My research studies organizational and consumer behaviors before/after product recalls and examines several important issues:

- ✚ Do firms learn from product recalls? When is learning more effective in preventing future accidents and injuries?
- ✚ Why do some firms recall late compared to other firms? What are the financial consequences of recalling early versus late?
- ✚ Does modularity in product design increase the incidence of product recalls? How does alignment of buyer-supplier networks and product architecture influence product quality and product recall incidence?
- ✚ How does product development outsourcing impact product quality and product recalls? When should firms outsource product development versus perform it inhouse?
- ✚ Are digital marketing campaigns by regulators effective in improving product recall compliance? When are marketing campaigns by regulators more effective?

REFEREED PUBLICATIONS

- ✦ **Pagiavlas, Sotires, Kartik Kalaignanam, Manpreet Gill, and Paul Bliese (2022)**, Regulating Product Recall Compliance in the Digital Age: Evidence from the “Safe Cars Save Lives” Campaign” *Journal of Marketing*,
- ✦ **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.
 - JM/Marketing Science Institute (MSI) Special Issue
 - Invited commentaries from Ann Lewnes (CMO, Adobe), Nick Hughes (4R Digital) and Rajesh Chandy (London Business School)
 - Top Ten Most Cited Paper in the *Journal of Marketing* in the last 3 years (August 2023)
 - Selected by the Editor for JM Webinar for Marketing Professionals
- ✦ **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.
- ✦ **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.
 - Lead Article
 - Finalist for the Best Paper, OM Division, Academy of Management, 2015
- ✦ **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.
 - Lead Article
 - Best Paper (Interorganizational Issues Track) at AMA Marketing Educators’ Summer Conference, 2015
- ✦ **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.
- *Equal Contribution
- ✦ **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.

- ✦ **Kalaiganam, 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.
- ✦ **Kalaiganam, 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.
 - Media coverage in CNBC, WSJ, Reuters and Yahoo! News and several other regional outlets.
- ✦ **Jayachandran, Satish, Kartik Kalaiganam and Meike Eilert (2013)**, Product and Environmental Social Performance: Varying Effect on Firm Performance, **Strategic Management Journal**, 34(10), 1255-1264.
 - 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-profitting-from-csr-activities/>
- ✦ **Kalaiganam, 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.
- ✦ **Kalaiganam, 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.
- ✦ **Kalaiganam. Kartik, Tarun Kushwaha, Rajan Varadarajan (2008)**, “Marketing Operations Efficiency and the Internet: An Organizing Framework,” **Journal of Business Research**, 61(4) 300-308.
- ✦ **Kalaiganam. Kartik, Venkatesh Shankar, Rajan Varadarajan (2007)**, “Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships,” **Management Science**, 53 357- 74.
 - Finalist, ISMS Long Term Impact Award, 2015
 - Lead article

Book Chapters

- ✦ **Kalaiganam, Kartik (2018)**, “The Alphas and Omegas of Research and Publishing: A Primer on Rajan Varadarajan’s Perspectives,” *Legends in Marketing* (Rajan Varadarajan), Volume 4, 112, Forthcoming.
- ✦ **Kalaiganam, 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.

Miscellaneous Reports

- ✦ **Kalaiganam, Kartik, Venkatesh Shankar, and Rajan Varadarajan (2006)**, “New Product Development Alliances between Large and Small Companies: Are the Gains Symmetric?” *Marketing Science Institute Report*, 06-003, 49-74.
- ✦ **Sotires Pagiavlas, Kartik Kalaiganam and Manpreet Gill (2021)**, “Did the “Safe Car Save Lives” Campaign Improve Recall Completion Rates? An Empirical Investigation”, *National Highway and Traffic Safety Administration*.

CONFERENCES/PRESENTATIONS

- ✦ *AMA Summer Educators Conference*, Chicago, “Marketing Efficiency and the Internet: An Organizing Framework” (with Rajan Varadarajan), 2003
- ✦ *AMA Summer Educators Conference*, San Francisco, “An Empirical Analysis of the Financial Impact of CRM Outsourcing,” (with Tarun Kushwaha), 2005
- ✦ *INFORMS Marketing Science Conference*, Georgia, “Asymmetric New Product Development Alliances: Win-win or Win-Lose Relationships,” (with Venkatesh Shankar and Rajan Varadarajan), 2005
- ✦ *PDMA Conference*, Georgia, “To End or Extend: Empirical Analysis of New Product Alliance Terminations,” (with Venkatesh Shankar and Rajan Varadarajan), 2006
- ✦ *Department of Marketing Brown Bag Series*, University of South Carolina, “A Conditional Event Methodology to Resolve the Joint Announcement Problem: The Case of Corporate Name Changes,” (with Cem Bahadir), 2010

- ✦ *INFORMS Marketing Science Conference*, Cologne, Germany, “Corporate Social Responsibility: The Differential Impact of Product and Environmental Actions on Firm Performance (with Satish Jayachandran and Meike Eilert), 2010
- ✦ *INFORMS Marketing Science Conference*, Cologne, Germany, “Customer Satisfaction’s Impact on the Top and Bottom Line: A Comparison of the Short-Term and the Long-Term Effects (with Kapil Tuli and Tarun Kushwaha), 2011
- ✦ *AMA Winter Educators Conference*, Austin, “Is it Time Yet? Understanding the Determinants of the Firm's Decision to Recall,” (with Meike Eilert and Satish Jayachandran), 2011
- ✦ *AMA Winter Educators Conference*, Austin, “The Short-term and Long-Term Effects of Product Recall Programs,” (with Tarun Kushwaha and Meike Eilert), 2011
- ✦ *INFORMS Marketing Science Conference*, Houston, TX, “Recall Now or Recall Later: Investigating Drivers of Firm’s Decision to Delay a Recall,” (with Meike Eilert and Satish Jayachandran), 2011
- ✦ *Association for Consumer Research*, Vancouver, CA, “The Effect of Honor Values on Consumer Responses to Brand Failures,” (with May, Frank and Alokparna Monga), 2012.
- ✦ *Koc University*, Istanbul, Turkey. “The Effect of Honor Values on Consumer Responses to Brand Failures”, (with May, Frank and Alokparna Monga), 2012.
- ✦ *Southeastern Marketing Symposium*, University of Tennessee, Knoxville, TN, “The Effect of Honor Values on Consumer Responses to Brand Failures,” (with May, Frank and Alokparna Monga), 2012.
- ✦ *Society for Consumer Psychology Conference*, Las Vegas, NV. “How Honor Values Affect Consumer Responses to Brand Failures,” (with May, Frank and Alokparna Monga), 2012.
- ✦ *Product and Operations Management Society Conference*, Denver, “The Coupling of Buyer-Supplier Network Structure and Product Architecture: Do They Improve Quality Outcomes” (with Tarun Kushwaha and Anand Nair), 2013.
- ✦ *AMA Winter Conference*, “Make or Buy’ New Product Development Decisions: When Does It Influence Product Performance?” San Antonio, TX (with Tarun Kushwaha and Tracey Swartz), 2015.

- ✦ *AMA Summer Conference*, “The Impact of CMO-CEO Fit on CMO Tenure and Firm Performance, Chicago, IL (with Tracey Swartz and Satish Jayachandran), 2016.
- ✦ *AMA Summer Conference*, “Does CMO Tenure Matter for Brand Performance? Empirical Insights from the Consumer Goods Industry,” Orlando, FL (with Tracey Swartz and Satish Jayachandran), 2017.
- ✦ *Theory and Practice in Marketing*, “The Impact of on CMO Tenure on Brand Equity and Cost of Capital: Insights from Business to Consumer Industries,” Charlottesville, VA, May (with Tracey Swartz and Satish Jayachandran), 2017.
- ✦ *INFORMS Marketing Science Conference*, Rome, Italy, “Marketing Agility: Correlates and a Research Agenda,” (with Kapil Tuli, Tarun Kushwaha, Leonard Lee, and David Gal), 2019.
- ✦ *Journal of Marketing Webinar*, “Marketing Agility: Antecedents and a Research Agenda” (with Tarun Kushwaha), 2020.
- ✦ *George Mason University*, Research Seminar Speaker Series, “Regulating Product Recall Compliance in the Digital Age”, 2020.
- ✦ *AMA Winter Conference*, “Marketing Agility: Antecedents and a Research Agenda” (with Leonard Lee, Tarun Kushwaha, Kapil Tuli, and David Gal), 2021.
- ✦ *National Highway & Traffic Safety Administration*, “Findings from the Safe Car Save Lives Campaign,” (with Sotires Pagiavlas, Manpreet Gill & Paul Bliese), 2021.

TEACHING EXPERIENCE

Pricing Strategy and Analytics

One-year MBA (2019-)

Two-year MBA (2013-)

Professional MBA (2013-14)

Master of Science in Business Analytics (2021-)

Undergraduate (2019-)

Marketing Strategy and Planning

Undergraduate (2007-2021)

Seminar in Empirical Marketing Strategy

Ph.D. (2011, 2013, 2015)

REVIEWER/REFEREE

Editorial Review Board

Journal of Marketing (2018-)

International Journal of Research in Marketing (2021-)

Ad-hoc Reviewing

Journal of Marketing Research

Marketing Science

Management Science

Journal of Retailing

Journal of Public Policy & Marketing

Production & Operations Management

Manufacturing Service & Operations Management

Journal of Operations Management

Decision Sciences

MSI Clayton Alden Dissertation Competition

AMA Howard Sheth Dissertation Competition

Shankar Spiegel Dissertation Competition

Social Science and Humanities Resources Council of Canada (SSHRC)

External Referee for Tenure & Promotion (multiple universities)

UNIVERSITY, SCHOOL, AND DEPARTMENT SERVICE ROLES

Graduate School Council Member, 2008-2010

Graduate Day Judge, 2008-2010

Faculty Senator, 2010-2013

DMSB Dean Review Committee, 2017

DMSB Strategic Directions Committee, Sustainability Initiative, 2007

Speaker, DMSB Maymester Honors Program, 2009

IMBA/FTMBA Attitudes & Usage Research Committee, 2013

IMBA/MBA Program Committee, 2015-17

Graduate Program Faculty Committee, 2016-17

Research Advisory Council, Member, 2017-21
Online Undergraduate Business Degree Task Force Member, 2021
Research Advisory Council, Chair, 2022-
Faculty Budget Committee, Member, 2022-
Annual Speaker Series Committee, 2008-10
PhD Program Revision Task Force, 2011
Qualifying Examination Committees, 2012-17
Faculty Advisor, Center for Marketing Solutions, 2012
Annual Research Camp/Brown Bag Series Coordinator, 2013-15
Faculty Recruiting Committee, 2008, 2014, 2017.
Faculty Recruiting Chair, 2017
Unit Tenure and Promotion Committee Chair, 2021-
Second Year Comprehensive Examination Committee (Written and Oral), 2023

DOCTORAL STUDENT ADVISING (SUPERVISOR/CHAIR ROLES)

Co-Chair, Tracey Swartz, first placement: Georgia Institute of Technology, Atlanta, GA., 2018

Co-Chair, Sotires Pagiavlas, first placement: Penn State University, State College, PA., 2020

INDUSTRY POSITIONS

Marketing Program Coordinator, **Conns Home Plus**, TX (2001- 01)

Marketing Manager, **Netaphase Consulting**, Mumbai, India. (2000-00)

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

Area Sales Executive, **Voltas Ltd.**, Mumbai, India. (1997-98)

Engineer, **Bombay Dyeing and Manufacturing Co. Ltd**, Mumbai, India. (1994-95)

PROFESSIONAL AFFILIATIONS

INFORMS, American Marketing Association