

## **ASHWIN ARAVINDAKSHAN**

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Graduate School of Management  
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### **EDUCATION**

University Of Maryland, College Park, MD - Robert H. Smith School of Business  
Ph.D. - Business Administration, May 2007.

Indian Institute of Technology, Chennai (IIT), India  
Bachelor of Technology - Aerospace Engineering, August 2001.

### **EMPLOYMENT**

University of California, Davis – Graduate School of Management  
Associate Professor, 2007 – present

University of California, Davis – Graduate School of Management  
Assistant Professor, 2007 – 2015

University of Maryland, College Park – Robert H Smith School of Business  
Research Assistant and Lecturer in Marketing, 2001 – 2007

### **RESEARCH INTERESTS**

Advertising Allocation Models  
Marketing Analytics  
Direct to Consumer Marketing  
Dynamics of Customer Behavior and Loyalty  
Time Series Analysis in Marketing  
Dynamic Advertising Models  
SpatioTemporal Models  
Machine Learning  
Natural Language Processing

## **RESEARCH**

### *PUBLISHED/FORTHCOMING ARTICLES*

Aravindakshan, A. and Naik, P. (2015) "Understanding the Memory Effects in Pulsing Advertising" *Operations Research*, 63(1): 35–47

Aravindakshan, A, Rubel, O. and Rutz, O<sup>1</sup>. (2015) "Managing Blood Donations by Marketing" *Marketing Science*, 34(2):269-280.

Aravindakshan, A., Peters, K. and Naik, P. (2012) "Spatio-temporal Allocation of Advertising Budgets" *Journal of Marketing Research* (Lead Article), 49(1): 1-14.

Aravindakshan, A. and Ratchford, B.T. (2011) "Solving Share Equations in Logit Models using the LambertW Function" *Review of Marketing Science*, 9(1): 1.

Aravindakshan, A. and Naik, P. (2011) "How Does Awareness Evolve When Advertising Stops? The Role of Memory" *Marketing Letters*, 22(3): 315 - 326.

Shane, S., Shankar V. and Aravindakshan A. (2006) "The Effects of New Franchisor Partnering Strategies on Franchise System Size". *Management Science*, 52(5): 773-787.

Aravindakshan, A., Rust, R.T., Lemon, K. N. and Zeithaml V. A. (2004) "Customer Equity: Making Marketing Strategy Financially Accountable". *Journal of Systems Science and Systems Engineering*, 13(4):405-422.

## **HONORS, GRANTS AND AWARDS**

\$12,000 MSI Grant Award (2013)

Small Grant in Aid of Research, University of California, Davis. June 2012

Small Grant in Aid of Research, University of California, Davis. June 2010

Small Grant in Aid of Research, University of California, Davis. June 2009

AMA-Sheth Doctoral Consortium Fellow, June 2004 (Texas A&M University, College Station, TX).

Dean's Fellowship, University of Maryland, August 2001- 2006.

InformS SMS Doctoral Consortium Fellow, June 2003 (University of Maryland, College Park), June 2005 (Emory University-Atlanta) and June 2006 (University of Pittsburgh-Pittsburgh).

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<sup>1</sup> Names in alphabetical order

## **TEACHING INTERESTS**

New Product Development  
Customer Relationship Management  
Marketing Research Methods  
Principles of Marketing Management  
Marketing Communications.

## **TEACHING EXPERIENCE**

Graduate School of Management, UC Davis –MGT 204: Marketing Management –Winter 2010.

Graduate School of Management, UC Davis – MGP 293-1, MGP293-2 & MGT 293-1: Customer Relationship Management –Fall 2015, Fall 2014, Fall 2013, Spring, Fall 2012, Fall 2010, Fall 2009, Fall 2008, Winter 2008.

Graduate School of Management, UC Davis –MGT 241: New Product Development –Winter 2014, Spring 2013.

Robert H. Smith School of Business – BMGT 452: Marketing Research Methods – Fall 2006, 2004 and Spring 2005.

Robert H. Smith School of Business – BMGT 350: Marketing Principles & Organization – Summer I 2006, 2005.

## **PROFESSIONAL WORK & AFFILIATIONS**

Reviewer: Journal of Marketing, Management Science, Marketing Science, INFORMS Journal of Computing, Applied Mathematical Modeling, Journal of Retailing  
American Marketing Association  
INFORMS

## **SERVICE**

Graduate Advisor 2015-  
Admissions Committee 2015-16  
Ed Policy Committee 2015-16  
Marketing Recruitment Committee, 2015: Resulted in the hiring of Prof. Michael Palazzolo.  
Recruitment Committee, 2012-13  
Chair, Marketing/IT/OR Seminar Series, 2012-13  
Co-Chair, Marketing Dynamics Conference, Jaipur, India, 2011  
Co-Chair, Bay Area Marketing Symposium, 2010  
Chair, Marketing/IT/OR Seminar Series, 2009-10  
Ed Policy Committee, 2009-10

Marketing Rescruitment Committee, 2008: Resulted in the hiring of two new Marketing Professors at the GSM  
Research Committee, 2007-09, 2011-12