

ASHWIN ARAVINDAKSHAN

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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, 2015 – 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

RESEARCH

PUBLISHED/FORTHCOMING ARTICLES

Nandi, S., Thota S., Nag A., Sw Divyasukhananda, Goswami P., Aravindakshan A., Rodriguez R. and Mukherjee B. (2016) "Computing for Rural Empowerment: Enabled by Last-Mile Telecommunications." *IEEE Communications Magazine*. 54(6): 102-109.

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, O¹. (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.

Informa SMS Doctoral Consortium Fellow, June 2003 (University of Maryland, College Park),

June 2005 (Emory University-Atlanta) and June 2006 (University of Pittsburgh-Pittsburgh).

¹ Names in alphabetical order

TEACHING INTERESTS

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

TEACHING EXPERIENCE

Graduate School of Management, UC Davis –MGT 204: Marketing Management –Winter 2010, 2016; MGP 204 – Winter 2016

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, Journal of Marketing Research, Management Science, Marketing Science, INFORMS Journal of Computing, Applied Mathematical Modeling, Journal of Retailing
Editorial Board – Journal of Retailing (2017)
American Marketing Association
INFORMS

SERVICE

UPP Committee

Global Centers Committee

MSBA Marketing

MPAC Review

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