

K. SIVAKUMAR ("Siva")

Arthur Tauck Chair and Professor of Marketing

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K. Sivakumar (“Siva”) is the *Arthur Tauck Chair* and a *Professor of Marketing* at Lehigh University. Before joining Lehigh in 2001, Siva was a tenured faculty member at the University of Illinois at Chicago (UIC). He spent nine years at UIC where he was named an *Academic Leadership Fellow* for 1999–2000. He received his Ph.D. in Marketing from Syracuse University in 1992. He has an undergraduate degree in Mechanical Engineering (P.S.G. College of Technology, Madras University, India) and a master’s degree in Rural Management (Institute of Rural Management, India). Before obtaining his Ph.D., Siva held managerial positions in marketing and general management for six years at the National Dairy Development Board and the National Cooperative Dairy Federation of India. These premier organizations were at the forefront of designing and implementing a multi-million-dollar national initiative called “Operation Flood” and “White Revolution.” The purpose of the project was to connect rural milk producers with urban markets by integrating farmers’ organization, production facilities to manufacture value added milk products, and marketing expertise—a social-cum-economic initiative rolled into one.

Siva joined Lehigh in 2001 to build and develop the marketing group. The new Department of Marketing at Lehigh was created under his leadership in July 2005 and Siva was the inaugural chairperson of the department until June 2012. As of July 2012, the department had 10 full time faculty members. Siva currently serves as the Secretary of the Lehigh University Faculty.

Siva's research interests include globalization, innovation, pricing, services, and supply chains. He has published widely in leading journals including *Journal of Marketing*, *Journal of the*

Academy of Marketing Science, Journal of Product Innovation Management, Journal of Service Research, and other publications. His research papers on international marketing and pricing have been summarized in the “Editors' Briefing” section of the *Harvard Business Review*.

Siva is an Associate Editor (Marketing) for the *Journal of Business Research* during 2016-2018. He was the Vice Chair of Marketing Strategy Special Interest Group of the *American Marketing Association* (AMA) during 2003-2004 and was the Vice President (Academic Affairs) of the Product Development and Management Association (PDMA) from January 2008 to December 2009. He serves on the editorial review boards of several scholarly journals.

Siva is the recipient of the Donald Lehmann Award (given to the best dissertation-based article in *Journal of Marketing* or *Journal of Marketing Research*) from the AMA, Best Services Article Award from the AMA, Martin J. Whitman Distinguished Ph.D. Alumni Award from Syracuse University, Alpha Kappa Psi Doctoral Dissertation Award from the Academy of Marketing Science (AMS), Honorable Mention for the John Howard Doctoral Dissertation Award from the AMA, Best Conference Paper Award at the AMA Educators' Conference, Best Conference Paper Award at the AMS Annual Conference, MBA Excellence in Teaching Award at Lehigh University, Outstanding Reviewer Award from the *Journal of the Academy of Marketing Science*, and other awards.