

## S.P. Raj - bio



S. P. Raj is chair of the marketing department and Distinguished Professor at the Whitman School of Management. He recently served as interim dean, and has previously served as senior associate dean for the school. He was also a tenured professor of marketing at Cornell University and a visiting faculty at Northwestern University.

Raj's research on marketing strategies, their influence on customer behavior, and managing new product development and innovation is cited extensively with over 1500 citations in the Social Sciences Citation Index and has been recognized with prestigious awards such as the John D.C. Little Award by the Institute for Management Sciences, finalist for the William F O'Dell award by the Journal of Marketing Research, and the Donald R. Lehmann Award by the AMA. His research was supported by the NSF/Corporate Center for Innovation Management Studies.

Raj has taught marketing strategy, marketing management, integrated marketing communications, marketing and the Internet, and marketing research. His pioneering use of multimedia in the classroom was featured in Apple's "Imagine" series of videos for educators. He is the author of several teaching cases, including a best case on Managerial Issues in Transitory Economies awarded by the European Foundation for Management Development in 2006. He has consistently received high commendations for his teaching in full-time and executive programs in the U.S. and internationally.

He has published in leading journals such as Marketing Science, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Research Policy, European Journal of Operational Research, Research Policy, Journal of Product Innovation Management, and IEEE Transactions on Engineering Management. He is the founding editor of the Journal of Agribusiness in Developing and Emerging Economies.

Raj earned a bachelor's degree with distinction in electronics engineering from the Indian Institute of Technology, Madras, and master's and doctoral degrees in industrial administration from Carnegie-Mellon University.