

Om Narasimhan

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APPOINTMENTS HELD:

August 2012 – Present: Professor, London School of Economics
June 2011-August 2012: Board of Overseers Professor of Marketing, Carlson School of Management
June 2007- June 2011: Associate Professor, Carlson School of Management
August 2001- June 2007: Assistant Professor, Carlson School of Management

EDUCATION:

Ph.D., Business Administration (Marketing), University of Southern California
M.S. Physics, University of Virginia
B.S. Physics, University of Delhi

RESEARCH INTERESTS:

Micro-entrepreneurship in Emerging Markets
Channels of Distribution
Innovation in High-Technology Markets
Structural Empirical Modeling

PUBLICATIONS:

1. "Success in High-Technology Markets: Is Marketing Capability Critical", (1999), *Marketing Science* 18 (4) with Shantanu Dutta and Surendra Rajiv.
2. "Conceptualizing and Measuring Capabilities: Methodology and Empirical Application," (2005), *Strategic Management Journal*, 26, 277-285, with Shantanu Dutta and Surendra Rajiv.
3. "From Invention to Innovation: Conversion Ability in Product Development," (2006), *Journal of Marketing Research*, 43(3), 494-508, with Rajesh Chandy, Brigitte Hopstaken, and Jaideep Prabhu.
4. "Absorptive Capacity in High-Technology Markets: The Competitive Advantage of the Haves," (2006), *Marketing Science*, 25, 510-524, with Shantanu Dutta and Surendra Rajiv.

5. "Assessing the Effects of a Channel Switch," (2008), *Marketing Science*, 27 (3), 398-416, *with* Xinlei Chen and George John.
6. "Informing, Transforming, and Persuading: Disentangling the Multiple Effects of Advertising on Brand Choice Decisions," (2008), *Marketing Science*, 27 (3), 334-355, *with* Nitin Mehta and Xinlei Chen.
7. "Competitive Response to Radical Product Innovations," (2008), *Journal of Marketing*, 72 (May), 94-110, *with* Khaled Aboulnasr, Rajesh Chandy, and Ed Blair.
8. "Understanding the Role of Trade-Ins in Industrial Markets: Theory and Evidence," (2009), *Marketing Science*, 28 (5), 950-967, *with* Raghunath Rao and George John.
9. "Examining Demand Elasticities in Hanemann's Framework: A Theoretical and Empirical Analysis," (2010), *Marketing Science*, 29 (3), 432-437 *with* Nitin Mehta and Xinlei Chen.
10. "An Empirical Investigation of Private Label Supply by National Label Producers," *with* Xinlei Chen and George John (2010), *Marketing Science*, 29 (4), 722-738, *with* Xinlei Chen and George John.
11. "Bonuses versus Commissions: A Field Study," *with* Sunil Kishore, Raghunath Rao, and George John (forthcoming, *Journal of Marketing Research*)